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MEN'S WEAR REVIEW

SELLING TO MEN OF ALL AGES

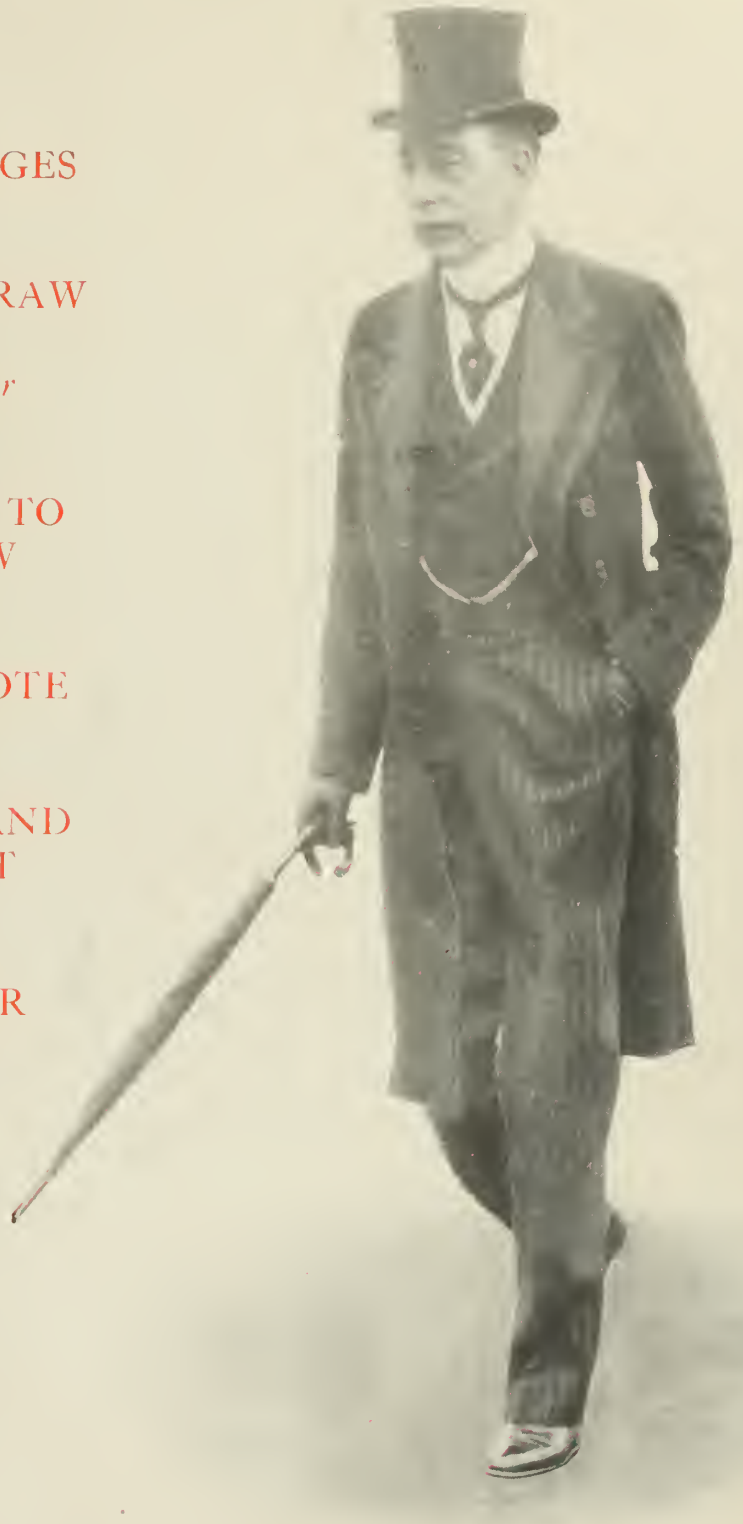
THE INCREASED COST OF RAW MATERIALS
How it Will Affect the Retailer

ATTRACTING ATTENTION TO THE MILITARY WINDOW

HOLIDAY DISPLAYS OF NOTE

INSTITUTING CLEANING AND PRESSING DEPARTMENT

FORGETFUL MR. PANDER
By E. A. Hughes



JANUARY, 1916

VOL. VI No. 1

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE, TORONTO

Made in
CANADA

"LYNX"

An ARROW

LIGHT STARCHED
LINK-BUTTONED

COLLAR

for TOWN or COUNTRY

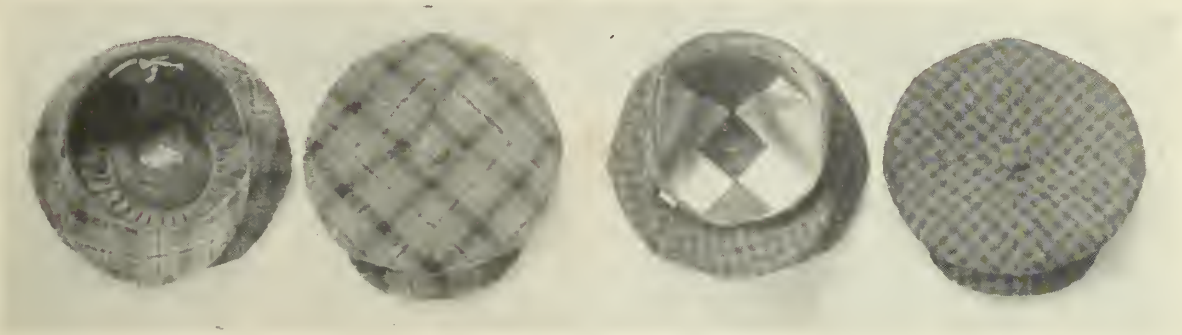
Just Issued

CLUETT, PEABODY & CO., Inc., Makers

Factory: St. Johns, P.Q. Salesroom: Herald Bldg., Montreal

Fall and Winter Models

NOW READY



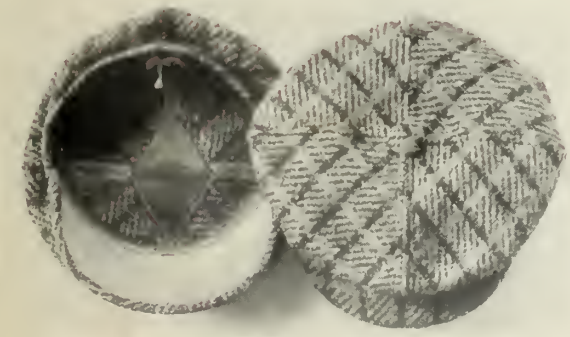
Our Four-Quarter Top Fancy Chinchillas for Fall and light Winter wear.

All Wool Fancy Plaids for Winter. Note the inside sanitary band.

Travellers Out Soon

These and other splendid lines will be presented for your approval in the next few weeks. You will, we feel sure, be delighted with our range.

We urge you to place your orders early. This is the only way you can make sure of having your caps when you want them. Owing to the shortage of materials—and to the terribly upset condition of transportation facilities, we must be able to foretell our wants. Help us. It will enable us to best serve you.



For Spring Sorting

Inspect carefully our Spring lines with the unbreakable Straw Brim. It will be a grand seller.

Cooper Cap Company

260 SPADINA AVENUE Cooper Building TORONTO, CAN.

the underwear of unimpeachable quality

—the underwear that has given a winning punch to underwear departments in Men's Haberdashery Stores throughout the country.

Try it out on your sales counter to-day. It will put the necessary pep into your sales—turning what you may have considered a profitless department into a real profit-producer.

The Imperial Line includes Merinos, Natural Wool, Scotch Wool, Scotch Knit and heavy elastic ribbed combinations and two-piece suits, every one of which is a well-finished, perfect-fitting garment.

Write to-day for samples. And get acquainted with the Imperial Standard of excellence. It means a bigger 1916 business for you.

Kingston Hosiery Company

KINGSTON, ONT.

ESTABLISHED 1880

1916 a Khaki Year

See our range of Khaki Bloomers now in the hands of our Travellers for Spring 1916

The Jackson Mfg. Co., Ltd.

CLINTON, ONTARIO

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

Be Ready for Prosperity!

The tide of prosperity is mounting.

In the West a great wheat crop has been converted into cash; in the East, factories are humming day and night.

Merchants everywhere have had a better Fall than they expected. Some, who saw the improvement coming, prepared for it, and have banked handsome profits.

Others, with more fear and less foresight, were caught unprepared. Their low stocks and timid preparations proved inadequate to harvest the sudden crop of dollars; trade passed them and flowed into the other stores that were ready for it with ample stocks of fresh, new goods.

All signs point to a new high level of prosperity by Spring.

With more money to spend, people will want better goods—especially better clothing. The first impulse of newly-prosperous men is to "dress up."

Fit-rite agents will be fully prepared to meet this vigorous demand for high-grade ready-to-wear men's clothing. They will have the latest styles; they will be helped by effective local advertising matter; they will enjoy the prestige of a trade-mark that means "style—quality—fit" from coast-to-coast; they can take generous profits and still give their customers splendid values.

If there is no Fit-rite agency in your city, write at once for particulars. With this agency, you'll be prepared for the best trade of a prosperous Spring.

John W. Peck & Co., Limited

VANCOUVER MONTREAL WINNIPEG

"You look all right in those pyjamas, old man, but get on a sport shirt and hustle out."

Dufferin Shirts are again in favor, very particularly our Sport Shirts.

These are of the finest workmanship and in the most attractive range of patterns.

Dufferin Shirt Co., Limited

916 Dufferin Street ∴ TORONTO

Manufacturers of

SHIRTS PYJAMAS NIGHT ROBES

Sam Browne Belts

Best quality tan leather. English brass fittings. Double shoulder straps as used on active service.

Net wholesale price - - - $6.75
With one shoulder strap - - - 6.00

(Sold to trade only)

Wolseley Sleeping Kits

Regulation British Army Blue Book Pattern.

Officers' Dunnage Bags

Waterproof Khaki duck, leather bound, with lock.

Descriptive circular on request.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver

—something different
—something better

The Ivory Garter is it

—a real, live-selling line that is guaranteed by us to give the wearer satisfaction (a new pair and return postage refunded if they fail to satisfy).

The *Ivory Garter* positively has no metal whatever in its construction—is neat looking and strong, eliminating all necessity for clumsy, heat-producing pads.

The above illustration is a reproduction of a handsome easel display card supplied with each order. This, together with the test tube display (already illustrated in this paper) showing the Ivory Garter in water and demonstrating its non-rust features, form a unique and effective counter or window combination.

The most handsomely packed garter on the market.

Don't wait until you're asked for Ivory Garters. Send to-day for a trial shipment in assorted colors, and get in early with your window and counter displays.

Dominion Suspender Company, Limited

NIAGARA FALLS, CANADA

We Intend to Protect Our Old Customers

Seeing that all knitted goods are going much higher many large buyers are rushing to us with huge orders.

But we want to make sure our Old Friends have what they need. We are saving our output for you.

Won't you help us by ordering early? Only in that way will you be sure of your 1916 Fall supply.

Our travellers now are on the way to you with full range of "Bentro-Knit" Sweater Coats, Mitts and Gloves. You will be delighted with these and we trust you will estimate your requirements at once, thus saving future disappointment.

The Williams-Trow Knitting Company, Ltd.

STRATFORD, ONT.

Agents: J. M. ROBERTSON & CO., 66 Wellington St. W., Toronto; J. B. TROW & CO., Birk's Building, Montreal; R. E. SMITH, Northern Ont., Hamilton; A. M. MOUAT, 46 Thomas Block, Calgary.

YOU WANT THE BEST—ASK FOR

SWAN-RUSSELL HATS

WORN BY WELL-DRESSED MEN.

STIFF HATS SOFT HATS STRAW HATS CAPS GLOVES

Our Straw Hat Line for 1916 is the best on the market. We want your order. You want our goods. Let us prove it to you.

THE HOUSE OF SERVICE

SWAN-RUSSELL CO., 59 Bedford St., BOSTON, U.S.A.

BUTTONS—BADGES

EVERY DESCRIPTION

METAL and EMBROIDERED

Canada Militia Brass Buttons

Special Prices Quoted

CLOTHING CONTRACTORS

Swagger Canes

MILITARY EQUIPMENT

EVERYTHING NECESSARY

OFFICERS—RANK and FILE

MILITARY and GENERAL UNIFORM CAPS

Button Sticks

OLDEST AND LARGEST MANUFACTURER OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY

OFFICE — 320 UNIVERSITY STREET, MONTREAL, QUE. — FACTORY

Sales Booster

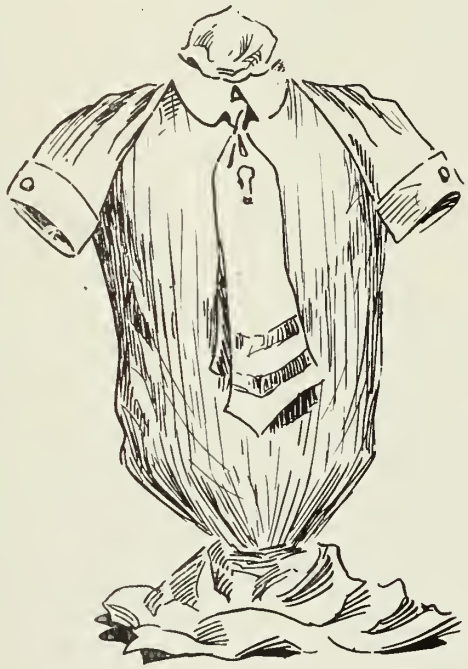
THE TWELFTH

After the holidays are over it's clean up odds and ends of old stock

You will no doubt go through your stock and pick out the lines you wish to clear, and put on a sale that will move them out quickly.

Of course you will sacrifice more or less of your profits, which is quite necessary, but then why not turn the increased sales into profit as well by getting to the front the lines that will appeal and on which you make a fair profit?

For example—in trimming up a window for a sale of men's and boys' shirts, show *Arlington waterproof collars* on your shirt forms, make a display unit of the various styles and call attention to their exclusive features with a showcard.



Here are a few of the points—

Arlington waterproof collars are service-giving collars, initial cost is the only cost (no laundry bill, simply soap, water and sponge), made with easy-sliding tie space, a third heavier than any other make at the same price: made with or without riveted buttonholes: a style and grade to suit every pocket-book. This will get you extra business, for the man who hunts bargains is a good prospect for the economical waterproof collar.

Plan now on your after-holiday business by writing for a stock of Arlington collars. Prices range from 70c to $2.00 the dozen.

Samples on request.

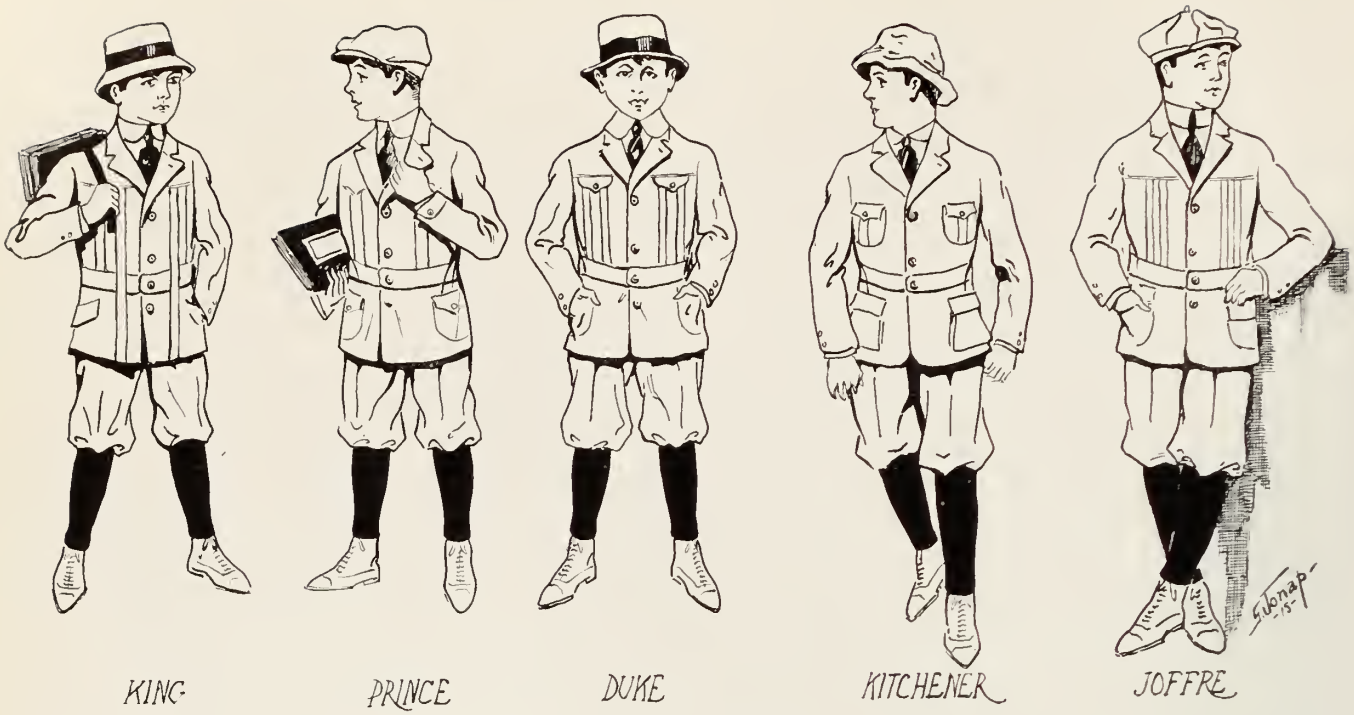
The Arlington Co. of Canada, Limited

54-56 Fraser Avenue, TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., - - - **Montreal**
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., **Toronto**
Western Agent: R. J. Quigley, 212 Hammond Block - **Winnipeg**

Use this cut to illustrate your show cards.

We will supply handsome display cards on request. Write to-day.



THESE are a few of our popular Spring Models. We stock them in popular shades. See us for style and popular goods. Get one dozen of our Boys' Soldier Uniforms.

Helleur, Gariepy & Broderick, Limited, 16 CRAIG STREET WEST MONTREAL

MANUFACTURERS OF MEN'S, BOYS' AND JUVENILE CLOTHES

McA&R

QUALITY CLOTHES

Is Your Overcoat Stock Low?

We have a good assortment of overcoats ready for immediate shipment in the D. B. Style with convertible collar, also in Chesterfield and button through styles either with or without velvet collars.

Our travellers may not be in your district just when you need coats but you can order by mail or wire. In this way you come to us and we are willing to give you in addition to the regular discount the benefit of what it would cost to go to you.

The coats are excellent value, as prices are all based on costs before the recent sharp advances in woollens.

Sample coats gladly sent for your inspection.

The McAlpine & Richardson Co., Limited

ADELAIDE & DUNCAN, TORONTO

Striking New Ideas

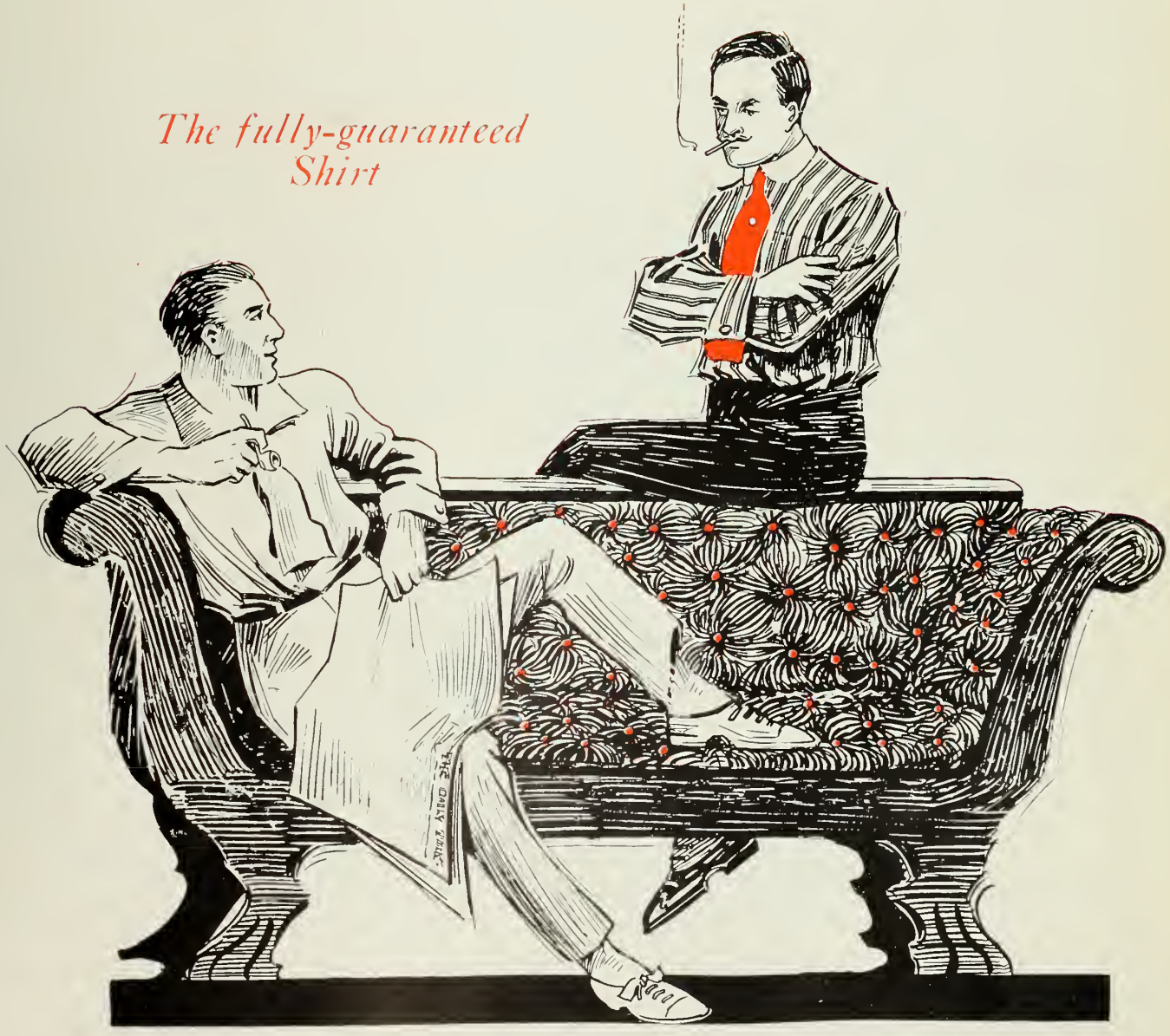
in "Crescent" Club Outing Shirts and latest novelties in fast-colored Harmony cloths just out. Will be presented to the Men's Wear trade during January for late Spring selling.

Crescent Mfg. Company, Limited

2 INSPECTOR STREET

Montreal

The fully-guaranteed Shirt



Ready With Colonial Club Shirts

Our showing of the popular Club Shirts is complete. Long and short sleeve styles. Fine mercerized materials, in stripes and plain colors. The shirts are well finished throughout, have neat fitting collars and two flap pockets. Prices range from $9 to $15 a dozen.

We also have a full range of other fine quality shirts, latest patterns.

Special Discount to dealer handling over 25 dozen at one price.

You can assure your customers EVERY ONE OF OUR SHIRTS IS UNION-MADE

Colonial Shirt Company

BERLIN, ONTARIO

CANADIAN GOVERNMENT CONTRACTOR

OFFICERS' KHAKI TRENCH CAPS,
$25.00 Doz. and Up, with or without bands

WOLFE'S

M.I.C.

BRAND

NONE BETTER

TRADE MARK

OFFICERS' KHAKI FORAGE CAPS, $30.00 Doz. and Up. Cadet Caps, $5.60 Doz. and Up.

Worsted, Silk and Gold

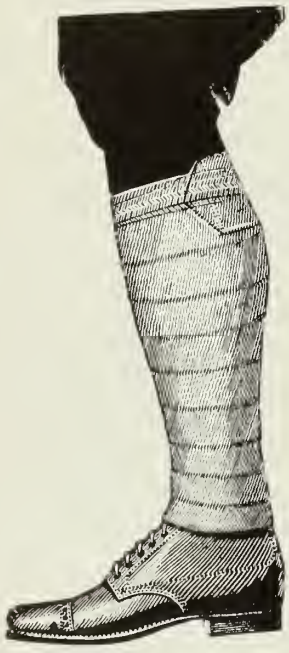
EMBROIDERED BADGES

in all Army and Navy Regulation Designs.

Price list on advice of designs required.

SPIRAL PUTTEES

Guaranteed Non-frayable



PATENT APPLIED FOR

$19.00 per dozen

KHAKI KIT KITCHEN

PATENT APPLIED FOR

$30.00 doz. complete.

Greatest boon and comfort ever offered to the military or sportsman.

7 x 7½ inches,
weighs 3 lbs. complete.

EXTRA

Lamps cooking nine hot meals, $2.50 per dozen.

GOLD, SILVER, SILK AND KHAKI AND RED, WHITE AND BLUE WORSTED

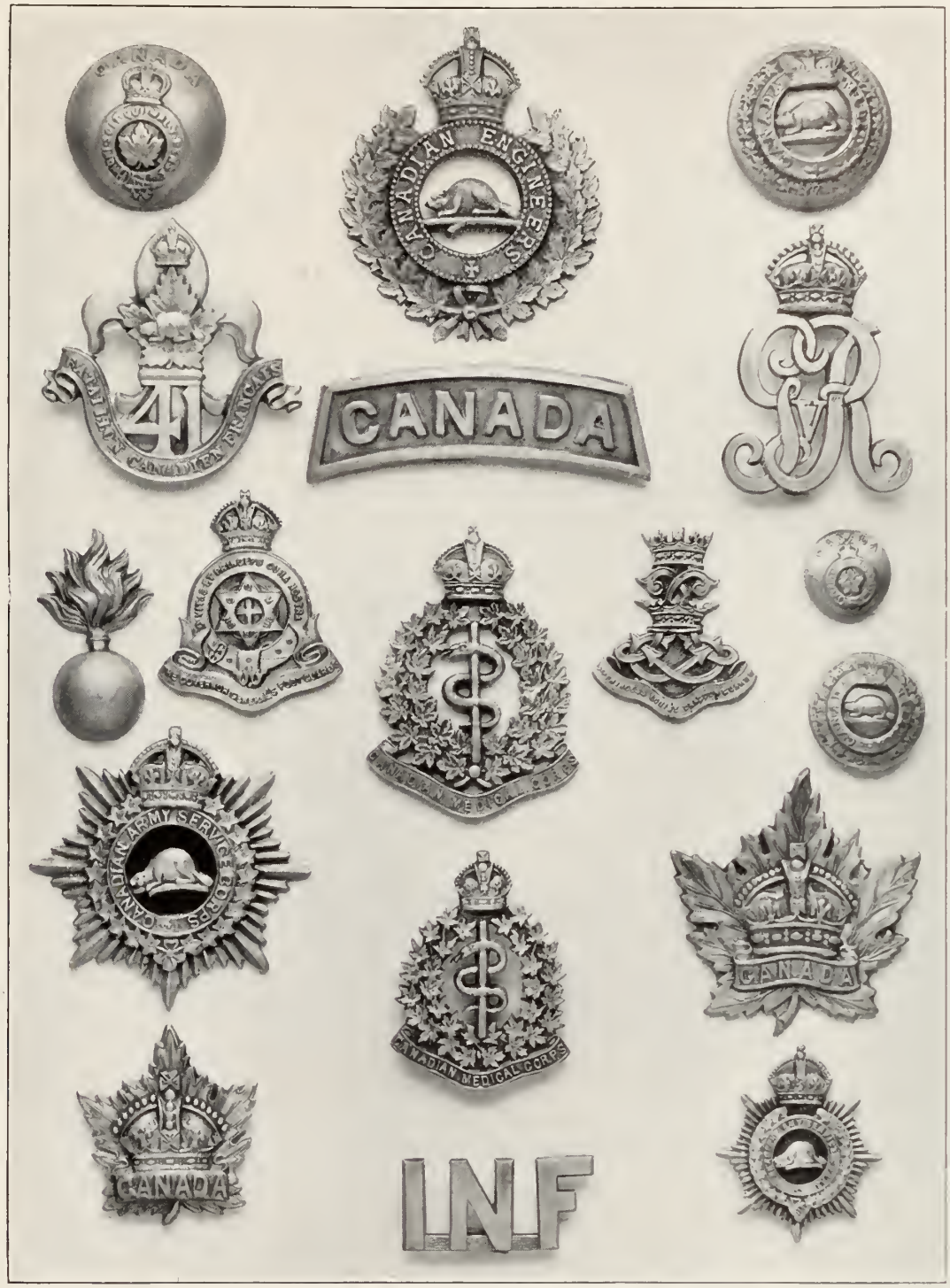
MILITARY AND NAVAL ACCESSORIES

of every description carried in stock or manufactured to order at shortest notice.

A. HARRY WOLFE

UNITY BUILDING — MONTREAL, CANADA

Get on my mailing list and keep up-to-date with military regulations.



Everything is Military

these days, and live merchants are looking after this business in almost every locality.

We are specialists on *Military Badges, Ornaments, Buttons, etc.*, and have manufactured these trimmings for many Canadian Regiments.

Our plant is thoroughly equipped and our many years of experience in this class of work render us particularly capable of attending to your requirements. Whether large or small, orders will have our most careful attention.

CARON BROTHERS, Caron Bldg., 233 Bleury St., Montreal

Manufacturers of Jewelry and Military Insignia

COMING YOUR WAY

Brock's Socks for Fall 1916

Brock's Fall Underwear for Men

Brock's Fall Sweaters for Men

Brock's Fall Flannel Top Shirts

For Your Inspection and
Your Action

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

Popular-Priced

NEGLIGEE and WORK SHIRTS

We are the most expert manufacturers in Canada to-day of Men's and Boys' popular-priced negligee and work shirts.

Our 1916 values are even better than we have previously attempted.

Write for samples to-day.

The Hercules Garment Co., Limited

59 St. Peter Street MONTREAL, QUE.

FACTORIES AT LOUISEVILLE, QUEBEC

Since before the Telegraph was invented

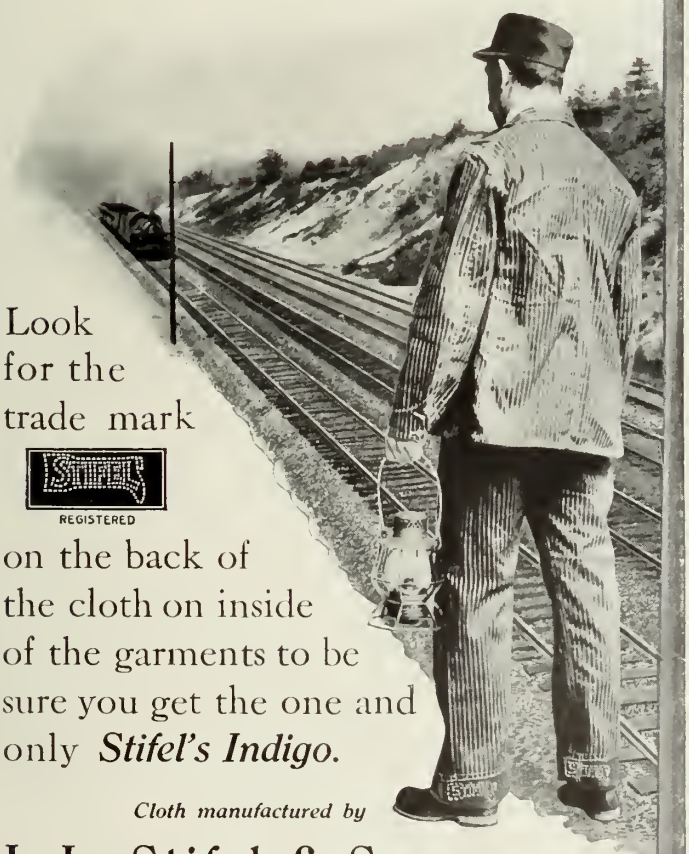
STIFEL'S Indigo Cloth

Has been the standard cloth for

Overalls, Uniforms and Jumpers

STIFEL'S is the cloth that never has been successfully imitated.

You give your customers the benefit of the very best overall cloth made.



Look for the trade mark

STIFEL'S REGISTERED

on the back of the cloth on inside of the garments to be sure you get the one and only *Stifel's Indigo.*

Cloth manufactured by

J. L. Stifel & Sons

Indigo Dyers and Printers - Wheeling, W. Va.

SALES OFFICES

New York..260-262 Church St.
Philadelphia ..324 Market St.
Boston .....31 Bedford St.
Chicago.223 West Jackson Blvd.
San Francisco,
Postal Telegraph Bldg.
St. Joseph, Mo.
Saxton Bank Bldg.
Baltimore..114 W. Fayette St.
St. Louis...425 Victoria Bldg.
St. Paul...238 Endicott Bldg.
Toronto..14 Manchester Bldg.
Winnipeg.400 Hammond Bldg.
Montreal,
Room 500, 489 St. Paul St.

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J.A. HAUGH MFG. CO., LTD.

Strength and Durability

are two very necessary qualities in overalls, and it's these features that have given

ARM and HAMMER OVERALLS

Forty years of continuous popularity

The price of Stifel blue overalls have remained the same. Our $12.00 lines have the famous

TRIPLE STITCH

We are the only firm possessing this feature.

SHIRTS

We have a complete range of shirts ranging in price from $4.50 to $15.00.

WRITE FOR SAMPLES

J. A. Haugh Mfg. Co., Ltd.

658 King Street West TORONTO

We're Selling Agents *for*

Young & Rochester Shirts

Best English Quality - - Medium Priced

"Aquatite" Raincoats

"Rendelsham" Military Coat

Tress & Co. London & Luton England

Manufacturers of High-Class Hats and Caps

THE OFFICIAL TRENCH CAP

WE CAN FILL YOUR MILITARY REQUIREMENTS

"We need men, more men, until everlasting peace is assured for the world." Canada, like all other members of the British Empire, have formed and will continue to form battalion after battalion until this object has been attained. Every 25 men require a lieutenant—a commissioned officer who has to buy his own uniform and equipment, and every man needs additional comforts. Why not make your store the military supplies headquarters of your town? We can supply you with "British Warms," Puttees, Slickers, Spencers, Neckwear, Stud Lace Leggings, Khaki Socks (Plain and Ribbed), Khaki Handkerchiefs, Sam Brown Belts, Tan Leather and Rubber Boots, Unshrinkable Flannel Shirts, Camelhair Blankets.

Wreyford & Co.

85 King St. W. Toronto

We expected it—

You can't blame the man who has been a canny buyer during the past two years. He has a "Safety First" sign over his desk.

But Old Man Canada has sold his crop and has money in his pocket. Now "Business as usual" is a fact instead of a policy. We saw it coming.

And we are ready

SHIRTS from $8.00 to $24.00 per dozen.

NIGHT ROBES from $9.00 to $16.50 per dozen.

PYJAMAS from $12.00 to $40.00 per dozen.

BOYS' BLOUSES from $4.50 to $16.50 per dozen.

ELK BRAND COLLARS at $1.10 per dozen.

RED LABEL COLLARS at $1.40 per dozen.

for the man whose stock is too light for heavy business.

Full W. G. & R. lines are on hand for immediate shipment.

A request for samples of fabrics or catalogue of white goods will be promptly answered—or if there is pressing need an open order can be trusted to our judgment of what timely and salable.

W.G.&R.

The WILLIAMS, GREENE & ROME CO., Limited, BERLIN, ONT.

WAREHOUSES: Berlin, Ont.; Winnipeg, Man., Cor. Donald and Cumberland Ave.; Vancouver, B.C., 324 Seymour St.

MONARCH KNIT

MADE IN CANADA

HEAD OFFICE, WAREHOUSE AND FACTORY, DUNNVILLE.

Monarch Knit Resourcefulness

THE wool that goes into Monarch Knitted Goods is bought in the raw state in the World's largest markets. It is spun into yarn in our own large Spinning Plant at St. Thomas, colored in our own Dyehouse, and knitted in our thoroughly modern factories. Tremendous quantities of wool have been procured by us and all available dyestuffs gathered in. That is why our extensive Organization is able to give, in the coming season, to our customers a service extraordinary, notwithstanding the abnormal conditions that prevail in the Knit Goods market generally.

Our 1916 range, illustrations of which appear on the following pages, offer a wide selection of accepted styles in Sweater Coats for Ladies, Men, Boys, Girls and Infants, also Fancy Knit Goods.

We cannot too strongly urge our customers to fully cover their entire season's requirements when our travelers call. Buyers in close touch with conditions realize that with the increasing scarcity of Dyestuffs many colors will not be available for repeat orders.

The Monarch Knitting Company, Limited

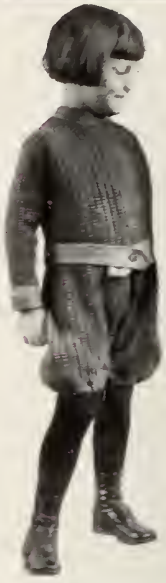
DUNNVILLE, - CANADA

MONARCH KNIT

H2 Hockey

M 304

Motor 102



Suit 18

B 99

The Knit Goods that
Set the Standard
for
Style, Quality
and Workmanship.

M 249

The Monarch Knitting Company Limited

DUNNVILLE, - CANADA

MONARCH KNIT

H 32

M 272

M 325

Suit 60

B 108

H 85

Motor 112

The Monarch Knitting Company Limited

DUNNVILLE, - CANADA

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6 TORONTO, JANUARY, 1916 No. 1

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A Study in Contrasts ..... *By W. Balmer*
Gossip of the Trade ..... *By C. W. B.*
Anything and Everything to Interest ..... *The Men's Wear Man*

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T. B. COSTAIN, *Managing Editor*

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MWR

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, JANUARY, 1916 NO. 1

INCREASED COST OF RAW MATERIALS

Large Advances in Many Lines Will Interest Men's Wear Men — Dyes Jumping — Wools Advancing by Leaps and Bounds—Acute Situation in Neckwear

Special Market Review Article

PROBABLY in no issue of Men's Wear Review for some time past, have we chronicled advances in so many different lines which have synchronized. It seems that, although, as the trade knows well, most lines in which they are interested have been gradually creeping upward since the war began, the really acute time so far as advances are concerned is the present. This issue of Men's Wear Review chronicles advances in hats, neckwear, hosiery, knitted goods, caps, clothing, suspenders and other lines. All these advances have, as we say, been a matter of gradual growth, but the impact has not been felt sharply up till now.

Let us deal with the advance in neckwear first. Raw silk has gone up from $1 and $1.25 to $1.40 a pound. One of the best known silk buyers in America, writing to Toronto from New York, said "They do not know here where the market will go. Silk dealers say that higher prices can be looked for still. There is not likely to be any change in the situation until the new crops in May or June. All say that they never before saw such a rapid advance." Swiss and English silks which formerly cost 2/5 and 2/6—that is a month or two ago even—are now selling for 2/8, 2/9, 2/10. In other words, to put it in Canadian figures, what the manufacturers were paying $1.06 for they are now paying $1.16. That is a line which retailers usually sell at fifty cents. It is the same in the 25c stuff. Silks that formerly cost 1/2 are now worth 1/7 and 1/8. In other words, translating again into Canadian figures, silks that formerly cost 28c are now worth 40c. Worst of all, the American market is in exactly the same condition. There is no relief to be got from there. During the war a great many manufacturers who formerly bought from Switzerland and England have been buying from America, but silks are just so affected there, and it really does not pay them any longer so to do. A letter from a silk manufacturer says: "It will be a good idea to make your traveling men and your customers acquainted with the fact of these advances so that they will know that the price of neckwear should be advanced also. Either this, or else shapes must be cut smaller to meet the cost of raw silks."

Advance is Likely

We have discussed this situation with manufacturers. They all admit it means one of two things. Either neckwear which is selling for 25c and 50c will be manufactured in considerably lighter weight, in order to take care of the advance in raw material, or else the retailer will find the price advanced to him and will have to advance his price to the consumer. Manufacturers are not yet quite decided what to do. Some of them declare flatly, that in time—a period of a few months—they will definitely advance their prices. Some think that it is better to do this than to put in lighter weight material. Others take the view that it is better to put in a lighter weight material and keep the price standard. But whatever is done, the retailer should face the situation. Either in one way or the other he is going to get less for every dollar he pays the neckwear manufacturer than he did a few months ago, just as manufacturers are getting less. In order to cover himself the retailer will have to advance his prices to the consumer. Some advances in neckwear are talked of almost at once. A Montreal manufacturer says that he gathers that some time in the future there is bound to be an advance in the price of neckwear, amounting to about 10%, or else manufacturers will be compelled to put less work and less material into their $4.50 range. So far as we can judge, at this writing, the manufacturers are not yet absolutely decided what course to pursue. It looks, however, as though there will be a definite advance in the price from the manufacturer to the retailer rather than a move toward cheaper material.

Dyes Situation a Factor

The dyeing situation in America is increasingly serious and this is also a factor. It enters, too, into the situation of wool and cashmere hose. In this connection, wholesalers are unable to supply many of the old lines as these have been cut out. Whereas formerly, heavy supplies were coming from England, these are now very limited. Dealers cannot be sure of getting their full supplies any longer from over the water and are buying where possible in the American market and taking a chance on securing full ranges. The price of wool and the very tight situation in dyes have so affected the market on hosiery that we are told by one manufacturer that the 25c stock of next season will be half cotton. The wool market, of course, has been going steadily up for one year. There has not been the

slightest sign of a let-up and there is none at present. The London wool sales in November resulted, on the whole, in an advance of about 7½%. Heavy buying in the United States and Russia was held responsible. Makers of hosiery are working on their price lists at present and big advances are certain. In many cases larger percentage of cotton is being used in an effort to hold prices down, but even cotton yarns themselves are high and rising, partly through the greater demand as a substitute for wool; partly owing to the condition of the raw cotton market which recently took a jump. The unfortunate contretemps in dyes is a factor, too, in higher prices. There are some manufacturers who go as far as to say they would not be surprised if it were necessary to advance prices to the retail trade still further. Either this must be done or the only other alternative is to put cheaper material into the make-up of products. This would appear to be the resort at present. Some manufacturers, however, will definitely raise prices.

Clothing in Same Case

We come now to the situation in clothing and it is the same story. Woollens have gone up 40 to 50% during the war. The story of the market which affects clothing prices since the beginning of the war has been simply higher prices all the time. Woollens coming from England, in the main, have shown an increase in price during the last year of anything from 40 to 75% higher and probably more than that. A prominent manufacturer gives some details regarding this. He says that during the last few months, medium cloths have increased 30 to 40%; very low grade cloths are up 80 to 100%. Higher grade stuff, worsted and the like are up as high as 50%. There has been somewhat of an attempt to stem the rising tide by putting in cheaper materials and so keeping the prices the same to the trade. Nevertheless, not even with this resource, can higher prices be delayed very much longer. A manufacturer, speaking to The Review the other day, says that there are certainly no reductions in price; in all probability there will be higher prices in the near future. The fact that many manufacturers have stocks to last them for some time has enabled them to keep prices more or less where they were, despite the condition of the rising market up to this present, but these stocks do not last forever and the condition now is this, that manufacturers are definitely having to pay a good deal more in the open market for their materials and obviously the retailer and the public, together with the manufacturer must share the loss. We have been talking largely about the British market. American prices are just as unfortunate, they have been advanced just as much as in Great Britain. Not only, in this connection is there to be considered the fact that the American is dealing with the same hard and awkward wool situation, but added to that, there is a tariff on goods coming over from America, already amounting to 42½%. There is some talk on the street of increasing this by an extra 5%. It is a mere rumor and of course nobody prognosticates at all. Nevertheless, manufacturers are expressing their opinions strongly and one and all hope that nothing of the sort will come to pass. The situation is already irritated sufficiently by trade conditions. The moral of all this talk about the clothing situation for the retailer, is, as was the case with the neckwear situation, that we may confidently look forward to higher prices in the not very distant future. The dealer will therefore be wise if he gets in what stock he needs at present. This is essentially a buying time. By buying now, the retailer may avoid the increased cost which he will probably have to pay later.

Suspender Products Higher

A similar state of affairs exists in regard to suspenders. Here, of course, the scarcity of dyes, especially the high-colored dyes which are wanted for suspenders, have advanced so materially during the last few months that there is necessarily forecast an advance in the price of suspenders to the trade. Some prices are being raised already in this as in other lines that we have discussed in the foregoing. Other manufacturers have gotten over the difficulty for the time being by reducing the quality of material, but this is a resource which can only be carried so far and then it becomes acutely necessary to make prices higher.

Probably no advance has come more sharply, in any line which interests the men's wear man, than in hats and caps. In this issue, in our regular hat department, we reprint an article from the "American Hatter" which deals excellently well with this situation. To sum it all up in a sentence, never before in the memory of the oldest hat man living has there been such an extraordinary advance. Practically every item entering into the making of a hat has gone up this late October and early November. In one case of dyestuffs alone, those used for hats, an advance is recorded of 600% within a few weeks. Think of it! Fur, shellac and other items which enter into the manufacture of hats are all higher. We refer you to the article from the "American Hatter" and suggest you read this intently and carefully. It is very informing and will show exactly how, in every line of hats, chemicals used, materials used and dyes used are all higher.

Serious Condition as to Caps

So far as the situation in caps is concerned, one manufacturer states quite frankly that where dealers can possibly arrange to do so it would be well to place their orders for 1916 Winter caps at once. Otherwise, they may not be able to get them at all. An index to the serious situation in caps is the fact that manufacturers are now bringing out and sorting up all sorts of old cloths which at one time were not good enough, in their opinion, to use, but which are now valuable, because materials and dyes are so high. Shortage in dyes is causing great trouble. Goods which until recently have been bought by hat manufacturers for 29c are now worth 57c. A still more striking example has come to our notice of a case where a manufacturer was offered material at $1.50 per yard for which previously he paid as low as 40c. Dealers have found some difficulty in understanding this cap situation and they have been possibly a little inclined to complain because the discount formerly offered them has now been reduced. Some manufacturers have had to reduce discounts from 10% to 5%. From what we can learn, there will be a further change which will probably wipe out the discount altogether. As a matter of fact, manufacturers claim now that they are selling some of the goods which have been ordered some time at a positive loss.

Knit Goods Jumping

We dealt fairly fully in our last issue with the materials which are concerned in knitted goods. In our knitted goods department this time we show still further increases. Sweater coats are advancing hand over foot. Sweater coats which sold this Fall for $36 will probably be $42 or even $44 for next Fall. Prices on a percentage basis will probably show in the neighborhood of 20 to 30% advance. This, of course, is owing to the advance in the wool market. Larger percentages of cotton are being used in an effort to

(Continued on page 58)

A STUDY IN CONTRASTS

Such is this trim, by Balmer, who knows the appeal of high contrasts in colors. The black ties display the light shirts, and the light shirts the black ties. Shirts are not an easy thing to make up into a trim of this kind, but this display demonstrates that even they may be made attractive. The usual folds of velvet form a good fundamental; the items displayed being built upon the velvet. Ties are neatly tied across the soft collars of these flannel shirts, and not even the bar pin which fastens the collar in each instance is missing. So that each of the three shirts forms in itself a unit trim of power. A couple of canes, as et ceteras, complete the whole.

SELLING TO MEN OF ALL AGES

The Young Man is Not the Only Buyer—The Man of Mature Years Spends Just as Much Money—Getting After Other Than Young Men—Circularize, Advertise and Secure the Business.

THERE is a vague but an increasingly well defined idea amongst men's wear retailers that the mainstay of their business is the young man. This is so to some extent. The young man likes a good deal of novelty, he will come in and buy a tie when it looks new, and a shirt, if the style changes overnight. The latest thing in scarfs has an attraction for him. As soon as the style switches in any little particular in a suit or an overcoat, he feels he ought to have the newest thing. Half a hundred little accessories, such as handkerchiefs, suspenders, jewellery, canes and so forth all interest the young man and so far as these are concerned there is no doubt that the men's wear trade has, as a large percentage of its customers, the young men of the town in which the store is located.

An Example—

Nevertheless, it would be folly, and it is folly, to neglect to cater to men of middle age and more just because they do not buy things which are novelties all the time. On the cover of Men's Wear Review this issue there is a photograph of The Right Honorable Lewis Harcourt, who is first Commissioner of Works in the British Government. The Right Hon. 'Lulu,' for so he is always called, is a man who is known and has always been known in English public life as exceptionally well dressed. By now he is not on the sunny side of 50 and is getting older every day. Despite this, there is no better dressed man, not even among the younger set in the House of Commons. From the top of his hat to the sole of his boot he is immaculate. He must be a good customer for some men's wear man in old London.

—Which Points a Moral

This is an illustration of what we are saying. It is not wise to regard the young man as the only customer to your store. Older men have to buy too. Ed. Mack has an article in this issue in which he makes a statement that now-a-days men want to look young. He says himself that he is no longer a boy, but likes to dress as youthfully as possible. Taking this trend as one side, and the bold fact that whether he dresses youthfully or no, every man has to dress, we may draw a conclusion.

There is real business for the men's wear man who notes this sign of the times and plays up to it. The average man who is middle-aged or older wants to look as young as he can. Clothes, while they do not make the man, go a long way towards it. Are you looking after the man of middle age and more who is a customer at your store?

Buying by the Half-Dozen

If this class of customer does not buy novelties in the way of the latest thing in ties, shirts and all that sort of thing—and some men are conservative—he does buy solid stuff and good stuff. It has been proven over and over again that the average man of middle age, say the man who is anywhere from forty to fifty, or older, when he comes to buy shirts, will buy them half a dozen at a time. When he buys underwear, he will buy the best—not necessarily flashy or freakish, or in the nature of a novelty, but good, solid, reliable and, if anything, expensive stuff.

Some men, when they get middle age, are not at all concerned about the very latest. They don't care whether they wear khaki silk handkerchiefs because they are fashionable. The set of a tie, the exact shape of boots, the peculiar tilt of hat, very often does not matter. Of course, in a good many cases it does, and as Ed. Mack says, some men want to look young. For instance, the Hon. 'Lulu' Harcourt thinks a good deal of these things and, as we say, there is a growing tendency for men to want to keep young. Still there are a great number of middle-aged men and older who do not bother with the little idiosyncracies of fashion.

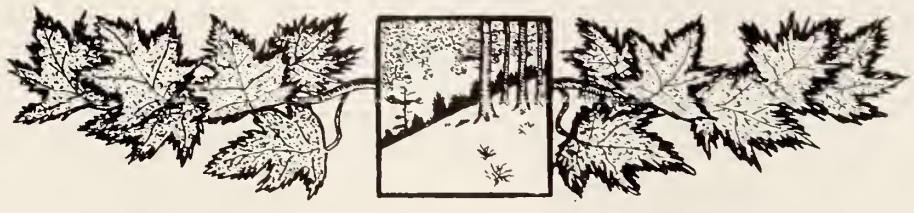
Nevertheless, they represent a real solid trade and one which can be developed. If it is true that the young man will buy anything and everything because it is new, it is also true that he probably does not buy things in as great a quantity nor spend as much money on them as the man who is older. For instance, we were in a store ourselves the other day in Toronto. A man came in and asked to look at some shirts. He was a man over fifty. He looked at these shirts and ordered half a dozen at $3.50 each. A young man is not inclined to do that sort of thing. If he sees a shirt that is new or has some novel feature he may go in and buy it or possibly buy a couple, but he certainly would not set his hand, that is in the majority of cases, to the outlay of $21.00 for half a dozen shirts at $3.50 a throw.

Dress Your Windows to Appeal

Do not neglect the trade to be had in men of middle age and more. You might now and then very well dress a window to feature stuff that will appeal to men of this class. That is, not new stuff or novel stuff or freakish stuff, which interests the young man, but good, solid, reliable, more or less expensive wear for the man who is getting along. Advertise in the daily paper in your town along that line too. Don't always make out that you can only take care of the young man; put in a paragraph in your ad. in the daily paper and show that you can take care of the older men as well.

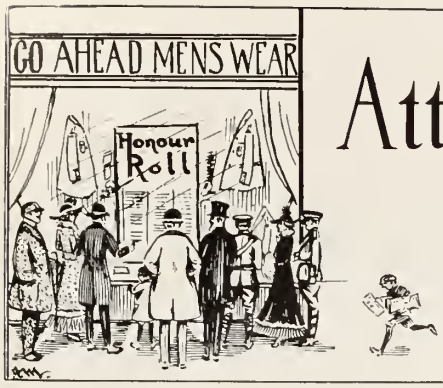
Then if you are in a small town you can select a circular list of men who come in this category. Send a circular to them now and then telling them what you have that will fit them peculiarly.

In fact, cater to the man of middle age and more. He is worth while remembering.



IT'S THE LITTLE THINGS THAT COUNT

One of the most attractive trims we have seen for some time is this one by Mr. S. Morgan, of the Oak Hall Store, in Hamilton. Evening dress is a trim which, while it looks well because contrast is easily secured, is nevertheless a hackneyed subject and any new way of treating it is looked at critically. But—it's the little things that count. The art of this trim is that it reveals by concealing. It throws up in quick relief the different articles of dress by setting them off against a picture, some flowers, a curtain and the like. Note that the trim is balanced successfully. The cane is used as a centre line and on either side different things are arranged to give the look of poise. It is a somewhat new idea to have a trim and miss out some of the usual accompaniments in the details of the subject treated. For instance, it is unusual to see just a dress vest, without the coat or the pants. But the unusual is welcome, variety is the spice of dress trims! Note the importance placed on eteeteras; cuff links, studs and so on.



Attracting Attention To The Military Window

THERE is a growing feeling among the trade, both manufacturers and retailers that the military business has come to stay for a long time. There was a good deal of reluctance at one time on the part of retailers to take up this end of the men's wear business because there was a feeling abroad that the war would be over very soon and it would be merely trade of a day rather than a more or less permanent trade. That viewpoint seems, however, to have been relinquished and we find that both manufacturers and retailers agreeing now that if they have not already taken up the military end of the men's wear business it is high time they did. For instance Men's Wear Review the other day in conversation with a manufacturer, was told, "So far, I haven't taken up the military business because I did not know whether it was worth while or not.

Now, however, it has come to stay for a time at any rate. Indeed I believe there will be a certain amount of men's wear business to be gathered by the dealer in Canada after peace is signed. Certainly at present there is a good deal of trade to be gotten and I feel that I can't stay out of the manufacturing any longer."

Take, too, the retailer who is wide awake, alive and go-ahead. He feels the same thing about the military trade. Wherever the men's wear man is he is probably somehow accessible to would-be officers. Probably there is a battalion in the town or city and each succeeding week there are more men's wear retailers throughout the country taking up military lines, exploiting them for all they are worth, composing their stores into the happy hunting ground for young officers, and making up, incidentally for the trade they have lost through the preponderance of the men at the front.

The Use of the Honor Roll

Now there are several ways of attracting attention to military windows and this article proposes to tell about one in particular; that is, the simple but effective use of the Honor Roll. This is a scheme which has been adopted by the G. Hawley Walker Limited store in Yonge St., Toronto. This store has shown itself consistently to the front with different stunts for corralling military business and this use of the Honor Roll is the latest. The Honor Roll which was in the window when we saw it is that of the Bell Telephone Company.

Mr. Walker became alive to the fact that he wanted something unusual in that window to make people stop and look at it. Nothing earns publicity more than something which is entirely personal. The way to attract people is to put some sort of name before them, either the name of a man or town, which would recall something to their memory. The mere sight of this would cause them to stop a minute because they are probably either connected or at least acquainted with it.

How to Use It.

The way the Honor Roll is used is this. This particular window we are talking of has three compartments. The Honor Roll which belongs to the Bell Telephone Co. is a big framed document, is illuminated and very well gotten up. It is placed in the middle of the window. It is draped about with a flag or possibly with khaki, and of course forms the centre of a window which deals entirely with things military. This can be used to better advantage in smaller towns. Probably in your town no matter if there are only a thousand people there there is a factory or some big business which has sent men to the Front. A great many business houses, indeed an increasing number, are getting out an Honor Roll. Why not go to them and tell them you will give the Honor Roll publicity in your window which will please them and you on the other hand will gain publicity and the fact of the Honor Roll being there will point indubitably to the Military window. Here are two or three reasons why this stunt might be very well worked by you.

In the first place it would show that you were doing something to bring credit on a lot of your townsmen who have gone to the war. By giving this Honor Roll space in your window you would be deliberately boosting for your own town. This is a great point with us Canadians. Give all the publicity you possibly can to the fact of the boys in your town going to the Front.

It would boost for the town in another way, too. It would reflect credit on the extent and largeness of the concern whose Honor Roll you show. In the case of the one we are talking about there were 1,900 names. The manufacturer or business house whose Honor Roll you show is a member of your own town community and in boosting for him—in return for his allowing you to use the Honor Roll— you are boosting your own town.

A Good Business Resource

Then there is a more concrete reason. It will attract a great deal of attention to the window and probably the attention of the friends and relations of the soldiers who have enlisted and whose names are on the Honor Roll. This will mean trade in the way of buying warm things at your stores, mufflers, sweater coats, puttees, etc., etc., to send to the soldiers whose names are mentioned. Supposing you had John Smith mentioned on this Honor Roll in your window, isn't it likely that John Smith or his mother or his wife or his sweetheart might be walking on the road and see John's name up there and enter the store and buy something for John? So that from a business point of view this displaying would be a good stunt.

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One view of the interior of the store of V. L. Evans, Toronto; it shows the roomy character of the store.

CLEANING AND PRESSING DEPARTMENT

This is a Useful Adjunct—May Be Worked During the Day, Leaving Evening Free for Sales—The Methods of a Bright Men's Wear Man.

DURING the last few weeks, Men's Wear Review has received several letters from its subscribers, saying that they are opening a new department in their stores, a cleaning and pressing department. Incidentally this is a tribute to Men's Wear Review, since all the letters announce the determination to install such a department "after reading your articles from time to time."

Among recent cases where a cleaning and pressing department has been instituted is that of Mr. V. L. Evans, of Toronto. Mr. Evans is, above all, a hard worker.

To be able, even, to hold one's own during the financial depression that has been upon the country since the beginning of the war was generally considered satisfactory. But it is not enough for Mr. V. L. Evans. So energetically has he worked, so good a service has he given the men of High Park—one of Toronto's residential districts—that to take care of his increasing volume of business it was necessary for him to double the size of his store and to add a new cleaning and pressing department. To give an actual instance of the growth of his trade, Mr. Evans had an increase of 69¾% this November over November, 1914.

Increasing Service to Clients

When Mr. Evans decided to enlarge his store, he also decided to increase the service to his customers by establishing a cleaning and pressing department, for he believes service and success go hand in hand. When asked by a representative of Men's Wear Review, why he decided to start this new department, he replied: "It's a matter of service. When I sell a man a suit, I want to continue to look after him—please him—so that he will remember me the next time he needs a new suit."

This is the right idea. Mr. Evans evidently regards his work as a matter of service to the public. This service, he insists, must not begin and end when he sells a man a suit or some shirts or a hat. It must be continuous.

"Constant dripping wears away a stone," says he. "If I keep after my customers by looking after a suit when once I have sold it, they will remember my name and when they are buying anything new they will come to me for it, to the man who is giving them constant service."

Not an Expensive Venture

"Instituting this department," he went on, "is not expensive either. The pressing and cleaning I can do during the day, leaving the evening free for selling haberdashery. So that what the new department brings in is in the nature of velvet. With very reasonably-priced equipment, I have no extra rent to pay, no extra lighting and now—when the department is well under way—no extra help. Installing this department is thus simply adding, at very little expense, a new string to my bow."

Thorough Initiatory Methods

Mr. Evans' methods for getting his new line off to a good start were thorough. "I had a neat, engraved announcement printed on four-leaf correspondence paper and sent out to a select list of names. I employed an expert cleaner and presser at first until I got on to the ropes. While I don't know the exact amount of trade this announcement brought in, still I may say that this new business has been exceptionally brisk."

"I also sent out a number of cards, about the size of a business card. Moreover, I had a supply of these in my store, and handed one out to each customer as he left."

The card used was very attractively gotten up. It was white and the printing was in green ink. In the middle was a little crest, with an old English initial "E" in the centre. "For First-Class Cleaning and Pressing" was on the top, and the full name and address of Mr. Evans. On the reverse side was a complete list of prices. This card was slipped into packages and given to customers, and sent broadcast, proved a business-getting stunt.

Mr. Evans is a great believer in circulars. From time to time he sends one to a select list. His missives are al-

Mr. V. L. Evans

announces the enlargement of his haberdashery at

411 Ronceswalles Avenue

and now has better facilities for looking after the requirements of his patrons

A Wardrobe Department

has been added for your service and consistent with good workmanship your Cleaning and Pressing needs can be attended to in the shortest possible time.

Phone Junction 960

Type of circular used by V. L. Evans to commence his new cleaning and pressing department.

ways attractively gotten up and again and again have proved their efficacy.

He believes, too, in the new-method salesmanship. He gets directly in touch with his clients.

He comes right alongside the customer instead of talking to him across the counter. To enable him to do this, Mr. Evans hasn't a counter in his store, but uses rich, dignified oak tables and glass showcases, to display his goods. His stock room is very small. He thinks it is a better policy to have the merchandise out in the store where it can be seen.

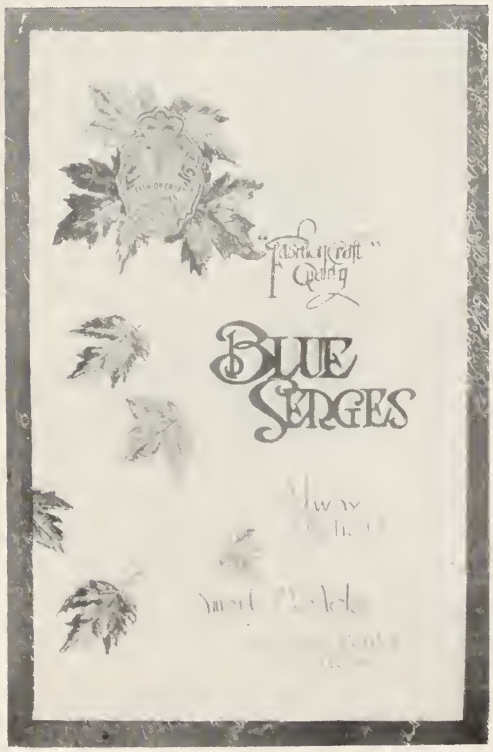
We must add one word congratulating Mr. Evans on his altered store. On entering, one is immediately impressed with the exclusive appearance of the place. Rich, quarter-cut oak floors, mahogany and glass display cabinets, on the walls neat colored posters of the newest suits, palms placed around the store and, lastly, the high quality goods displayed, certainly make it an attractive looking store.

The customers have ready access to the collars on the shelves and if they choose, they can just help themselves to their style and size. Everything is made readily accessible for people to examine. In half an hour the tables and showcases can be changed in position and give the store an entirely different appearance. The office and wardrobe department are in the rear.

One other thing. There is an air of hospitality so evident there. Mr. Evans makes the young men perfectly welcome to come in and chat with him and meet their friends there. He is considering opening a little club room at the back of his store, putting in some easy chairs, displaying a couple of his suits and some men's trade papers for them to read. He has the right idea.

His story of comparative success, so early, with his new cleaning and pressing department, will probably impel others to take up this work.

Cards That Fulfil Their Mission



Here are two samples of the cardwriting proficiency of Mr. E. E. Bell, of the "Fashion Craft" store in Hamilton, Ont. We have had occasion to compliment Mr. Bell before on his work. These cards were worked in red, gold, and black. The crest in the corner is a neat finishing touch: the leaves are intertwined by faint lines about the messages, in both of which the primarily important word stands out. Both these cards proved effective as drawing-power. They give the "little extra" which makes a well-dressed window mightily effective.

SOMETHING NEW IN MILITARY WINDOWS

This window was dressed for F. W. Beebe & Son, of College street. It is remarkable for two or three things. First of all, it points what seems to be a sign of the times in window dressing—the use of a table as a centrepiece. The idea of the three units of khaki, placed as they are placed, is good. It focuses attention three times, always on the same kind of object, but each time set out rather differently. Boots, too, are used, and are a good finishing touch. The big flag and the smaller one are et ceteras, which round the display. Kitchener's portrait in the centre is as good a centrepiece as one may wish. Altogether a good trim; the trimmer and Mr. Beebe alike are to be congratulated.

GOTHAM APPROVES THE FANCY VEST

But it Should be Worn With Double-Breasted Coat—Something New in Derby Hats—Having Decided to Skate, New York Dresses Itself Accordingly.

Special to Men's Wear Review by Maclean, New York

Coming

The cross stripe in shirts has been revived. It was not dead; it only slept.

Stiff shirts with stiff cuffs are coming into their own again.

Not a spat but a super-spat is worn in a six-button gaiter affair, for golfing and country wear.

The squarest-crown Derby of our fathers is de rigeur once again.

So is a curious hat which has a crown wider at the centre than it is at the bottom.

Rolled and not flat lapels on the newest collar, please!

A cross between a lounge and a cutaway is a new coat for the extremist.

Silk-faced lapels on a black velvet collar are chief features of a new double-breasted coat.

Office of Men's Wear Review, 115 Broadway, New York.

THE cross-stripe in shirts has been revived. You can only kill a fashion of this sort every year or so; you can't kill it dead; it rises again. At the recent Horse Show here there were several of these shirts with stripes shown, and they were invariably stiff shirts with stiff cuffs. They were to be seen in various colors, but the chief seemed to be a fairly thick, black stripe. Occasionally, these stripes were doubled; the two stripes running closely together at intervals down the shirts of about three-quarters of an inch to an inch. As these have been sponsored by many of our best dressers down here, I should not be surprised to see them have a good run for late Winter and Spring wear.

Talking of shirts, by the by, in regard to what was being worn at the Horse Show, very few men seemed to be wearing double cuffs. Apart from stiff shirts the majority were wearing pleated and starched, but comparatively few had double cuffs. There seems to be a tendency towards getting rather simpler shirts than heretofore; possibly the pendulum has swung diametrically opposite from the rather elaborate shirtings which we have had for the last few months. At any rate, the new ones are usually on more quiet and conservative lines. A plain stripe is hard to beat, and for all that, lots of people knocked it so heavily, this cuff is pretty had to beat too.

The New Spat

I said in my last month's letter that several people were still wearing spats but that they were not so much seen as last year. A variation on somewhat the same theme is now offered in a six-button spat which is worn for golfing. This should be worn with low shoes and not with high boots. These high spats are supposed to shield the ankles and are both smart and sportsmanlike on the links, or for general country wear either. This high gaiter, for so it is, should be worn with knickerbockers and topped or plain stockings. The customary shoe to wear with this is the brogue and is one more indication of the English habit. Brogues have been worn for golfing in England for years; indeed I believe two or three people cling to them in Canada and have done so for some time. This is therefore one instance where America is following—for the sake of argument—even Canada. The boot people tell me that a number of the smarter men are buying these brogues altogether now for country wear.

Something New in Derbys

We are apparently on the eve of change in styles of Derby hats. Recently, both in the streets and down at the Horse Show, I noticed two or three freak styles which may nevertheless not be freaks in a few months. I mean to say, by that, that they will possibly "catch on" and become the rage. One of these is a squarish-crown Derby for younger men. This is returning to the fashion of last century with a vengeance. As a matter of fact, this square-cut Derby for younger men is a rather becoming hat. I don't suppose and I don't think anybody supposes that the main run of men is going to wear this kind of hat; it is rather a hat for the few, for the people who can wear it, but it is a mighty good hat to wear with an overcoat and is very dressy, as well as being just a little bit distinctive and odd. The crown should be fairly high and the brim is broad and sufficiently curved. The hat I happened to notice in Fifth Avenue, was a brown one of this type. Black, I suppose, would be more popular, but men who would be ultra-exclusive would secure a brown Derby.

Another extreme model in a Derby has a crown which is wider at the centre than it is at the bottom. Yet one more style which is much affected at present has a medium crown with narrow and flat brim. This style was very recently fashionable and I am somewhat surprised to see it being worn by smart men so early after it was discarded. Nevertheless, a man is entitled to wear what sort of a hat he likes, and I suppose the fashion leaders figure on wearing something which is rather new even if its novelty consists in its being only just too old.

A New Collar

You will remember that some time last year I was discussing a collar which was brought out but which did not go. This was not pressed flat in the tabs, but was rounded and rolled. This style of collar appears to be au fait this Winter. It is worn

NO! THE SPAT IS NOT YET DEAD

The Six-Button Variety is the Newest Thing — The Very Latest Collar is Rolled, Not Flat—The Tabs Overlap—Increasing Vogue of Stiff Shirts.

Authentic and Authoritative Resume

in both day and evening dress and as a novelty and attractive collar it is certainly becoming. One extremity of this fashion is to have the tabs overlapping one another. The lapels may have rounded or square corners. This means, of course, that the tie must be very tightly drawn. The correct tie to wear with this, by the by, is a very broad one, so that it covers up the bottom of the tab. Whether or not this collar will become very popular I cannot say at this juncture. It is worn in the majority of cases by fairly young men and in my estimation it is really a smart collar. Whether, however, the majority of men will be able to affect it without giving the impression that it is a collar which is too tight and that the tabs are overlapping without any intention on the part of the owner, I don't know.

A Curious Coat

There is little new in lounge suits. The main lines remain the same as when I was last writing and will do so probably for two or three months yet. There is, however, one exception, and that is a curious kind of lounge suit. It can neither be said to be a lounge or a cut-away entirely. It is rather a cross between the two and it resembles in some sort, a riding coat. It should be worn with grey, hair-lined trousers after the manner of the cheviot. It is considerably longer than the ordinary sack or lounge suit, but on the other hand, it is much shorter than the cut-away and is not built at all upon the same lines. The lapels on a sample of this kind of coat which I noticed at the Horse Show were short and narrow; the coat was a three-button affair, having a fairly high waist and the usual breast pocket.

A rather natty dress overcoat which I have seen lately at different functions, is a double-breasted coat. This is shaped very slightly at the waist and has a black velvet collar with silk faced lapels. It is a coat that is 'different' by reason of the fact that the inside line of the collar is curved and not straight. If we had a coat like this last year we should have said that it was a back number belonging to some former fashion. However, it is now being worn by one or two of the best dressed men and I suppose we can take that as a fashion indication. Talking of dress overcoats, a number of people are wearing single-breasted, which are loose and hang very straight. This is more or less following the mode in England at present. A few people are still wearing the Inverness; indeed this seems to be the preference of men of middle age and mature years.

Velvet Collar and Cuffs

Quite the smartest evening dress I have seen this year yet is the swallow-tail which has a velvet collar and cuffs. A number of these are in evidence, worn by a number of the smartest men and the younger men in New York at present. The velvet collar and the velvet cuff—the latter are rather tight and narrow—give a distinctly new appearance and are quite chic and smart. There is comparatively little new about the shape of the coat, but the velvet is the real thing. I saw this kind of suit, by the by, about three years ago on Mr. Alfred DeMamby, at Covent Garden, in London, and apparently it has just gotten over here. I haven't seen this kind of suit in New York before.

Fancy Vests Strong

The vogue of fancy vests which I have referred to two or three times in these letters appears to be growing instead of waning. The fashion is now definitely established and there is no longer any doubt about it. The best men here are wearing them and usually with a double-breasted sack suit. Many of these are in flannel and the vest itself is single-breasted, although worn with a double-breasted coat. It may have patch lower pockets and five or six buttons, in which case the last button of all should be left unbuttoned. This is an old English whim, which has been the thing over there now for some years. By the by, the cut of a vest of this kind should be very severe and straight, leaving quite a narrow opening at the bottom and bringing the bottom of each side of the vest to a sharp point. This is then cut sharply away to the back of the waist. A good color in a suit to wear this kind of vest with is brown or blue. In each case, as I mentioned before, the sack coat with which it is worn should be double-breasted. This kind of vest doesn't look at all well with a single-breasted coat.

(Continued on page 58)

Going

Comparatively few men at the Horse Show wore the double-cuffed shirt.

Elaborate shirtings have had a good run. Bury them now.

The trend of sack coats is towards a slighter, slenderer, shorter lapel.

No longer may you wear a fancy vest with a single-breasted coat.

As dancing is waning, and skating is gaining, there will be lots of flannel shirts worn and fewer dress shirts.

The wide-shaped, once-over tie gives place to the narrower and newer.

Clocks on hose have stopped. Thin and neat drop-stitch stripes are the only thing for dress wear.

THE FORGETFULNESS OF MR. PANDER

By E. A. Hughes

KENSINGTON sat at the breakfast table one morning munching toast and drinking coffee. At the other end sat Mrs. Kensington, engaged upon similar tasks. Mr. Kensington, between bites, was looking over the morning paper. He turned to the stocks and shares page, not because he had any stocks and shares, but because he once had. Besides, it impressed his wife. She gathered from his earnest interest that he was concerned with big business. It was something to talk about when she took tea at Mrs. So-and-So's. It was pleasing when any of the wifely visitors mentioned their husbands, and how they were interested in some deal or other, to say, casually, "Yes, dear Henry has a few thousand tied up in some stock exchange deal."

Surreptitiously, however, Kensington skipped quietly from the financial page to the back page of all—Mauder's Bargain News. Kensington liked to look this over before his wife got the paper. It fortified him. He knew what to expect. He was prepared, if he had already glimpsed at the list of bargains, for the remark from his better half that Mauder's had some "perfectly lovely hats on bargain to-day, and so cheap, dear:" or, Mauder's were disposing of a bankrupt stock of furs at "absurdly low prices, Henry," the kind of remark which was inevitably followed by a request for enough money to buy what was "perfectly lovely," or "absurdly low-priced."

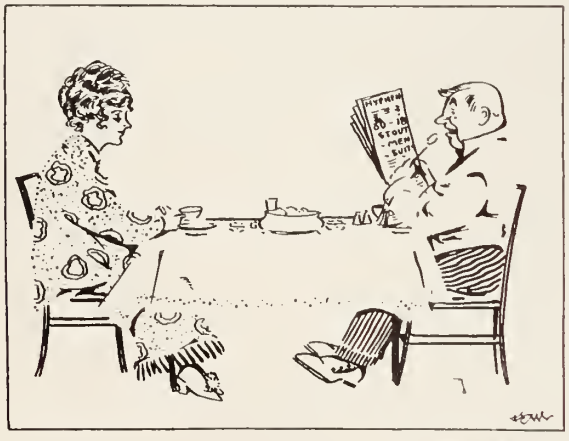
It chanced as he turned the pages this morning, however, that Kensington's eye lighted on a quarter-page advertisement, which announced that Wilson, the men's wear man, had, as bargains to-day, "Some smart suits for stout men." Kensington allowed his eye to travel downwards for a couple of feet, and re-assured himself that he came within that category.

"And I need a suit, too," he murmured softly.

"What was that Henry," said his wife, somewhat sharply.

"I was observing, my dear, that there are some suits on bargain to-day, particularly suitable for stout men. I-I-er-think I shall buy one."

"But, Henry, I'm sure you don't need a suit; why, you've only worn that one you have on for about two years, haven't you?"



Mr. Kensington, between bites, was looking over the morning paper.

"That's all," very deprecatingly.

"And you know, Henry, I need a new afternoon gown. Mrs. Talbot called me up last night and said that there are some perfectly lovely ——."

Kensington coughed. "I don't doubt it, my love," he answered, "but," and he became firm, "I need a suit and you don't need a gown. So I shall look in and see what these suits are that Wilson is advertising for $18.00. And if they look good, I shall buy one. It's not often suits for stout men are on bargain."

And with that Kensington got up, dislodged with his napkin any fragments of toast which might have attached

He came back, puffing and blowing, with a copy of the "Hyphen" in his hand.

themselves to his face, kissed his wife, and left the house.

At lunch time he ate his meal quickly, so that he might go to the Wilson store to see what the suits for stout men were like.

Wilson had two stores, one on Main Street and the other on Locke. Mr. Kensington made for the former. Neither had been mentioned specifically in the ad. There were several clerks, for Wilson had an ever-increasing trade and employed a staff of ten.

Kensington stopped at the first department he came to.

"You are advertising some bargains in suits for stout men to-day, I believe?"

The clerk, a junior, stared at Mr. Kensington.

"Stout men?" he repeated.

Strange, how many people will try to answer a question by repeating it.

"Suits for stout men," said Kensington again.

The clerk stared, "Not that I know of," he said, after a while.

Kensington looked puzzled. "Oh, yes, you are. The ad. is in this morning's "Hyphen."

The youth gazed blankly at Mr. Kensington. "Naw," he said (doubtless he intended "No") "we can fit you, of course, but we haven't any bargains in suits for stout men." Then, as an afterthought, "Have we, Hank," he yelled to a clerk at the other end of the store.

"Have we what," queried that gentleman in suave and polished tones.

"Bargains in stout suits to-day."

"Send the gentleman up here" was Hank's reply, delivered in a stage and supposedly confidential whisper.

"Will you walk up to the salesman at the top there?" queried the clerk of Mr. Kensington.

Mr. Kensington went. He was beginning to be rather annoyed. He had imagined it a very simple thing to go in and look at what he knew was advertised in that morning's paper. Mr. Kensington was a rather fussy man.

This may have been a by-product of efficiency, for above all he was systematic and methodic. He arranged everything by rule and regulation. He liked to have affairs and happenings cut and dried. To him nothing should be haphazard. Action, business, pleasure—life itself, were departmentalized. He expected others to run to schedule, too. Anything that broke in on his ordained, methodic and systematic procedure of affairs upset him and annoyed him.

Thus, as he walked down the store he felt he had some right to be annoyed. He had seen an advertisement that morning, and he came expecting to follow the regular and natural course of action, which was the objective of the ad. He came to look at some suits for stout men. Yet, that fool of a clerk—for so Mr. Kensington anathemised him—didn't know anything about suits for stout men.

He got to the top of the store.

"What is it you were wanting," asked the salesman, older and more suave than the first.

"You advertised this morning some suits for stout men," said Mr. Kensington. "They were to be $18, reduced from $30.00," he added.

"Suits for stout men!" The suave salesman elevated his eyebrows and was surprised. "Oh, I think not, sir. I don't——"

"But I tell you they were advertised in the paper this morning," said Mr. Kensington, hotly. "Think I can't believe my own eyes? There they were. Stout suits for some men—no—I mean-er-stout some—Oh! confound it, you've got me mixed now. But I tell you they were there. And I want to see what they're like."

The sauve salesman came right back. Positiveness gleamed in his every feature. His smile was tolerant. Doubtless his customer had mistaken the name of the store. Curious chap, rather. Natural enough to make a mistake. The fellow must have got the name wrong. Certainly Wilson's had had no such ad. in the paper that morning. The suave salesman was quite sure of that. Tis tone was still more suave, quite silky and pleasant—as if he would indicate that he felt nothing but pity for Mr. Kensington's delusion. He came a step nearer, brushed an imaginary speck of dust from the shoulder of Mr. Kensington. "Sorry sir," he said, good humoredly, "but you're in error. We had no such thing advertised for sale this morning. I can show a very attractive thing in a $30 line."

We have said that Mr. Kensington was a fussy and somewhat nervous man. "Great Scott," he cried, "Is the man mad."

Not receiving any answer from the person or persons unknown to whom he addressed his query, he said, "I'll tell you, I'll run into the office of the 'Hyphen,' next door, and bring the ad. in here and show you."

As an afterthought, he added, "Darn you!" as he retreated down the store.

He came back, puffing and blowing, with a copy of the "Hyphen" in his hands. He rushed up the store to where the sauve salesman was still smiling in a spirit of broad toleration, and held the "Hyphen" close to the nose of the suave salesman.

"There you are," he yelled, "there you are. Read it for yourself."

The suave salesman read it and gave a start. There it was: Wilson's quarter page ad. featuring suits for stout men.

"This is very surprising," murmured the suave one, "very. I never heard anything about this ad. Pardon me. I'll go and see what the manager knows of it."

He came back in a moment with the news that the manager knew nothing about the advertisement at all, but that probably it was in connection with the other store, the one on Locke Street.

Mr. Kensington, who had been pacing up and down the aisle in an attempt to work off his choler, glared at the salesman and walked out of the store. As he passed the first clerk who had attended him that gentleman cried, "Did you get fixed up, sir?"

"No, I did not," answered Mr. Kensington. "That other fellow knew as much about it as you do, you-you-chucklehead." And Mr. Kensington left the store in a rage.

II.

He hurried up to the Wilson store in Locke street, and repeated the sentence that he had learned by heart by this time. "You are advertising bargains in some suits for stout men to-day I believe."

The salesman appeared to be puzzled. "No. I don't think so," he said, "Not to-day."

Mr. Kensington looked round, despairingly. Was this a conspiracy. Did 'no-one' know anything about this ad?

"But you are," he spluttered, thoroughly roused again, "You are advertising suits for stout men. Why here's the very paper, this morning's 'Hyphen.'"

He spread it out on the counter.

"And here's the very ad." he said.

The astonished salesman looked at the ad. Yes; there it was. Wilson's were certainly advertising "Smart Suits for Stout men. $18. Reduced from $30." The salesman continued to stare at it.

"Why, I've heard nothing about this," he said, "We've got no sale of suits for stout men to-day." He paused. "Then I'll tell you," he went on. "I guess it's our other store, the one down on Main street who——"

Mr. Kensington cut him short. "Now see here, I'm going to get to the bottom of this. I pick up my paper this morning at breakfast and I see these things advertised. I go down to your Main street store. I see two people there and I ask for what I have seen advertised. They know nothing of it. They suggest that it must be this store that advertises this special sale. What is this foolery?" said Mr. Kensington, angrily. "Do you people know what you're doing?"

The salesman said he was very sorry. Clearly, there had been some mistake. Clearly, too, he was not to blame, was he? He put it to Mr. Kensington, fairly. He wasn't to blame personally, was he?

"Well," said Mr. Kensington, "is there anybody in either of these two stores who knows why this ad. was

"Say nothing," said Mr. Kensington, "only listen to me. You've lost a good customer."

put in the paper, and who can tell me where those suits are that have been advertised."

The clerk made inquiries of his fellows in the store. All of them gave the same answer. No, they had no idea

of what stout suits were on bargain, nor who was responsible for the ad. in question.

The salesman returned to Mr. Kensington and said, apologetically, that apparently nobody knew anything about the ad. in question.

"Who looks after your advertising," asked Mr. Kensington.

"Mr. Pander, sir."

"Is he in?"

"No. He's out at present. I——"

At that moment a gentleman entered the store. "There he is now," said the salesman, and he made a bee line for Mr. Pander.

Mr. Kensington paused only to get his breath. Then he started in on Mr. Pander. "Did you advertise some

"Do you get me?" And Mr. Kensington walked out of the store.

suits for stout men in to-day's 'Hyphen'?" he asked.

"Yes," replied Mr. Pander. "They were reduced from $30 to $18."

"That's the ticket," said Kensington. "Well, do you know that your ad. first of all, had nothing to indicate that it was this store and not the Main Street store that was selling these suits for stout men?"

"No. Is that so?"

"Yes! It is so. And do you know, too, that nobody either in that store or this knew a thing about those suits being on sale to-day?"

"No. Is that so?"

"It is so. And do you know?" here Mr. Kensington's voice developed into a shriek, "that you don't know your business? Do you know that you have wasted the valuable time of a business man,—? Do you know that it would be more common-sensible in you, more business-like in you, if, when you advertise anything in the daily papers, you tell your men here in the store what it is so that they are in a knowledgeable and fitting position to take care of any trade that comes as a result of your ad. Do you know that you are no advertising manager? Do——"

"I beg your pardon. I——"

"Then you don't get it. Listen to me," went on Mr. Kensington. "What is the sense in advertising bargains and then leaving the store with not a single man in it who knows that you've advertised these bargains. What——"

"Well, let me say——" interpolated Mr. Pander.

"Say nothing," said Mr. Kensington, "only listen to me. You've lost a good customer to-day. I don't want even to look at those suits for stout men. They may be crackerjacks, but I wouldn't buy one if it were reduced from $30 to $8 much less $18. But get this truth firmly fixed in your mind, the public pays the piper and the public has got to be studied, to be treated fairly, to be kept faith with. I, and the fellow in the next flat, pay your salaries, and we've a right to quick, courteous 'full' service. After you put those suits on bargain you should have so prepared your men here that if you shuffled off this mortal coil—if you died—next minute, a man could still come in and be served, quickly and easily, with one of those suits. You fell down here to-day on what is pre-eminently your **job, service.** And you've lost a good customer, who has not only wasted his time here but who has also been displeased, made sore, made mad. Do you get me?"

And Mr. Kensington walked out of the store.

But the junior, overhearing the colloquy, made a mental note of it and re-started his career in the men's furnishings game with the maxim, writ large and bold, SERVICE.

THE RED TAG SALE

When Wiles & Quinlan, of Brantford, who carry an unusually complete stock of men's and boys' clothing, start out on a semi-annual sale they do it on a big scale, and in a way that brings big returns. Such a one is the "Red Tag Sale" held every year in the month of January.

Not only do they cover the city with special four-page circulars as well as advertising in the daily papers, but they cover the county in a thorough manner. The method usually adopted is to use one's own mailing list, prepared from lists of old customers and rural mail delivery lists. Sometimes, as in Peterborough, a local paper is able to supply the list and take charge of the mailing. Wiles & Quinlan, however, secured 5,000 names from a company that prepares lists of business men, stores, etc., and this included the towns and villages in the county as well as the householders in the rural parts. House to house visitations are made in the villages and sometimes the schools are called on specially.

The idea is kept up in the store where every ticket is of red, and a large streamer is used in front.

The circular itself consisted of a four-page folder, each page about 12 by 18 inches, with a liberal but neat use of red ink to accentuate the "Red Tag" sale. The firm have a slogan which has become well-known and has a growing value attached to it, "Brant County's Greatest Clothiers."

On the opening page enclosed in a neat border was a general announcement illustrated by a good sized cut of a young man. There was only one drawback in this page, a light tendency to exaggeration in the words: "This great RED TAG SALE will be one great event of the 20th Century." This did not add any information and nowadays would tend to detract from confidence in the rest of the reading matter. However, this was not a fault of the rest of the announcement. The reductions were quite reasonable and the reputation of the firm for good values in previous sales had been growing steadily. After all the former may be called permissible—it is a matter of opinion only—but where a price is exaggerated no easy excuse is ready.

The second, third and fourth pages were very brightly arranged. The main display lines were in red ink and the reduced prices in red also; the rest of the print was in black so that these important points stood out prominently. With each item the words: "Red Tag Sale" were used. A different slogan ran across the top of each page and cuts broke up the solid appearance.

TAILOR TO BE FIRE CHIEF

Following the sudden dismissal at Berlin of Fire Chief Cook, Ald. C. C. Hahn, chairman of the fire and light committee, has been appointed fire chief. He has been a tailor all his life.

ED. MACK TELLS YOU HOW

He Blends Special Order Tailoring and Ready-to-Wear—Range, "Snap," and Quick Service Are Reasons—The Man of To-day Dresses to Look Young

Specially written for The Review by Ed. Mack

"ED." MACK.

EVERYBODY knows Ed. Mack. He has long been regarded as a sort of dean amongst men's wear men in the City of Toronto and in his long innings in the men's wear game generally has gathered for him, by the way, not only a large clientele but also a large number of friends.

The Review was lucky enough the other day to get a talk with Mr. Mack about the blending of special order tailoring and ready-to-wear in the men's wear store. This will interest a good many who have this problem.

"The blending of special order tailoring and ready-to-wear," said Mr. Mack to The Review recently, "is a mood of the times but in my estimation it is a mood which will always have a present tense. The old days when merchant tailoring was sufficient are gone; they were succeeded by the day of the ready-to-wear garment. That, however, is not sufficient now, special order tailoring, combined with ready-to-wear tailoring, is the ideal state of the clothing end of the men's wear store. Special order tailoring has come to stay. It has proven just as successful in its own way and for its own purpose as ready-to-wear tailoring. It is impossible to relegate either method to the limbo of things tried and forgotten. Special order and ready-to-wear alike, though along different lines have proved so much more efficient than merchant tailoring, that the well dressed man of 1915, unlike his prototype of 1900, would buy first at the store which handles these two methods of tailoring rather than at an ordinary tailor's."

"Take the ready-to-wear clothing trade first,' said Mr. Mack to Men's Wear Review. "There are two or three reasons for its popularity. The first is that the customer may see the actual clothes he is going to wear. This is undoubtedly a great point with a number of men. In the old days of merchant tailoring they saw the cloth and they saw the style but they did not see the finished product. Now with ready-to-wear clothing they can see the actual suit or overcoat they are going to put on.

"The second point is that ready-to-wear tailoring gives quick service. A man goes in there, sees a number of suits, picks on the one he wants and goes out with it under his arm. There is no waiting at all. The quick service is undoubtedly a factor with a number of men to-day when time is the essence of their necessity.

"The third point, and a very important one too, is the snappy style. This is undoubtedly an appurtenance of ready-to-wear clothing. It was not ever thus. In the old days it was difficult to sell ready-to-wear tailoring because the public had been trained to believe that a suit, unless it was actually laying in a tailor's workroom for 3 weeks and being cut out specially and specifically for every customer, could not be worth wearing. It is not so to-day. There is no doubt that ready-to-wear tailoring has been brought to a point where styles are essentially snappy and attractive.

"Turning to the other side the special order tailoring there are two or three reasons for its popularity also. Special order tailoring is a new development, and it is one that I am quite sure is here to stay. I think that special order tailoring probably appeals, for one reason among others on account of the fact that it provides a big range of materials. Take this question of range; there has never been a time when the average man's wardrobe has been so extensive, so various in its contents as now. There has never been a time when the average man, who wanted good material, but material that was a little different, could get it so easily as at present. This is because the

Exterior of the attractive Yonge street store of Ed. Mack Limited.

manufacturer is able to do business in a much bigger way than the ordinary merchant tailor. He can afford to carry a much bigger range of material which embodies alike comfort and worth. True the merchant tailor can have good cloth, but he cannot have as many as the special order manufacturer and therefore the special order representative in the retail store is able to make a better showing. The tendency in our time is for men to want something different from their fellows. They are getting away a good deal, during these last three or four years from being like what Sydney Smith called 'The muddy giltitude.' A man likes to be individual and distinctive, not only so far as style is concerned, but also on the question of the actual material he is wearing. The special order representative is in a much better position to cater to this demand than the ordinary merchant tailor. In fact the only man who approaches to the special order representative in his ability to cope with this demand is the one who sells very snappy ready-to-wear products. That is the first point, therefore, a wide range of material.

A Compromise

"Then you come to another point and that is, special order tailoring is in the minds of those who are still conservative enough to like merchant tailoring a sort of compromise. It is more or less, merchant tailoring, only merchant tailoring on a bigger scale than ever before. There are still some men who are prejudiced against ready-to-wear tailoring, for these special order tailoring fills the bill: it is neither one thing or the other it is an in-between sort, it is the middle of the road. It combines the snap and the catchiness of the ready-to-wear suit with a wide range and worth which were formerly the distinction of the merchant tailor.

Men Must Look Young

"Then you come to style. There is another tendency in our time and that is that every man should look young. The old man wants to look young. The middle-aged man wants to look young; the young man wants to look as young as he may be consistent with being manly. I am not exactly a boy myself," said Mr. Mack laughingly to The Review, "but I do my best to look as near one as I possibly can by dressing in styles that are snappy and young-mannish. There is no doubt at all in my mind nor I think in the mind of any sane men's wear retailer that the special order manufacturers and the ready-to-wear people have much more snap in their production than the merchant tailor. Of course, they are able to spend more money on their designing. The special order people have now such an immense business that they can pay remarkably high salaries to the men who are designing their clothes, and there they have a real advantage."

"Look at these suits and overcoats which are the products of some of the manufacturers I represent"—and Mr. Mack showed us some samples. "No merchant tailor has the same snap to his productions as there is to those. It is because the newer tailoring has now become so huge a business, dealing not in hundreds of dollars but in thousands of dollars per month, that the special order people are able to employ first-class designers who can turn out first-class clothes, which have first-class styles and with whom the first principles are snap and a catering to the tendency of the time, that is, to make men look as young as may be instead of as old as they are. And the same applies to ready-to-wear manufacturers."

Come to Stay

"And make no mistake," said Mr. Mack, "the newer tailoring has come to stay. Men have found that it gives them too well, exactly what they demand, for them to give up either ready-to-wear or special order tailoring for the old merchant tailoring."

AVOIDING FROSTED WINDOWS

THE other day, in one of our smaller towns, we came across a couple of windows of men's wear stores rendered entirely useless because they were frost-bound. You couldn't see a thing in them.

A frost-bound window is worthless. The front of the store might just as well be boarded up so far as the selling properties of the window are concerned.

Frost can be prevented from forming on the windows in many ways. But probably the only permanent method is to so construct the window that the same temperature can be maintained both inside and out. This necessitates a current of air from the bottom to the top. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

To bring about this it is essential that the background be built clear up to the top of the ceiling and be as nearly airtight as possible. To insure a good supply of light at the same time, it would be advisable to board up the back of the window five or six feet, and use glass in the rest of the space.

The boards in the background can have a couple of thicknesses of white unbleached muslin pasted to them or a painted background. If white unbleached muslin, with two thicknesses, is used, an excellent effect will be obtained and the muslin can, when desired, be covered with crepe paper or cloth.

Proper Ventilation

The proper ventilation of the window is of the highest importance and the window should be so made that holes can be bored along the frame at the bottom, also at the top. The cold air will go in at the bottom and warm air go out at the top, thus keeping the temperature practically the same as that outdoors. If there is sufficient ventilation frost will not form on the glass. The holes should be covered with a screen to keep dust out. In the hot months the holes can be covered with strips of wood nailed on the back.

When the windows are not modern ones, or if the floor is even with the lower part of the glass, another plan will have to be used. This consists of boring a hole in the wall under the glass and placing in it a tin tube, or piece of elbow stove pipe, covering the outside with fine screen to keep out the dust. This should open up through the floor. Then bore holes at the top so as to get plenty of circulation of outside air.

Paper or cloth must not be placed over the openings because that would prevent the circulation of air.

Gas Flame at Window Base

There are many other methods in use. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

Another plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

MAKING THE WINDOW OF DOUBLE VALUE

Blending Furnishings and Clothing Yet Keeping Both Distinct — The Final Display a Bazaar of Novelties—Crowding the Window May Be Permissible for the Holiday Trade

Special to Men's Wear Review by Maclean, New York

Office of Men's Wear Review,
115 Broadway, New York.

THE heart of the display man warms as December approaches. It has been so December after December, and it was again this year.

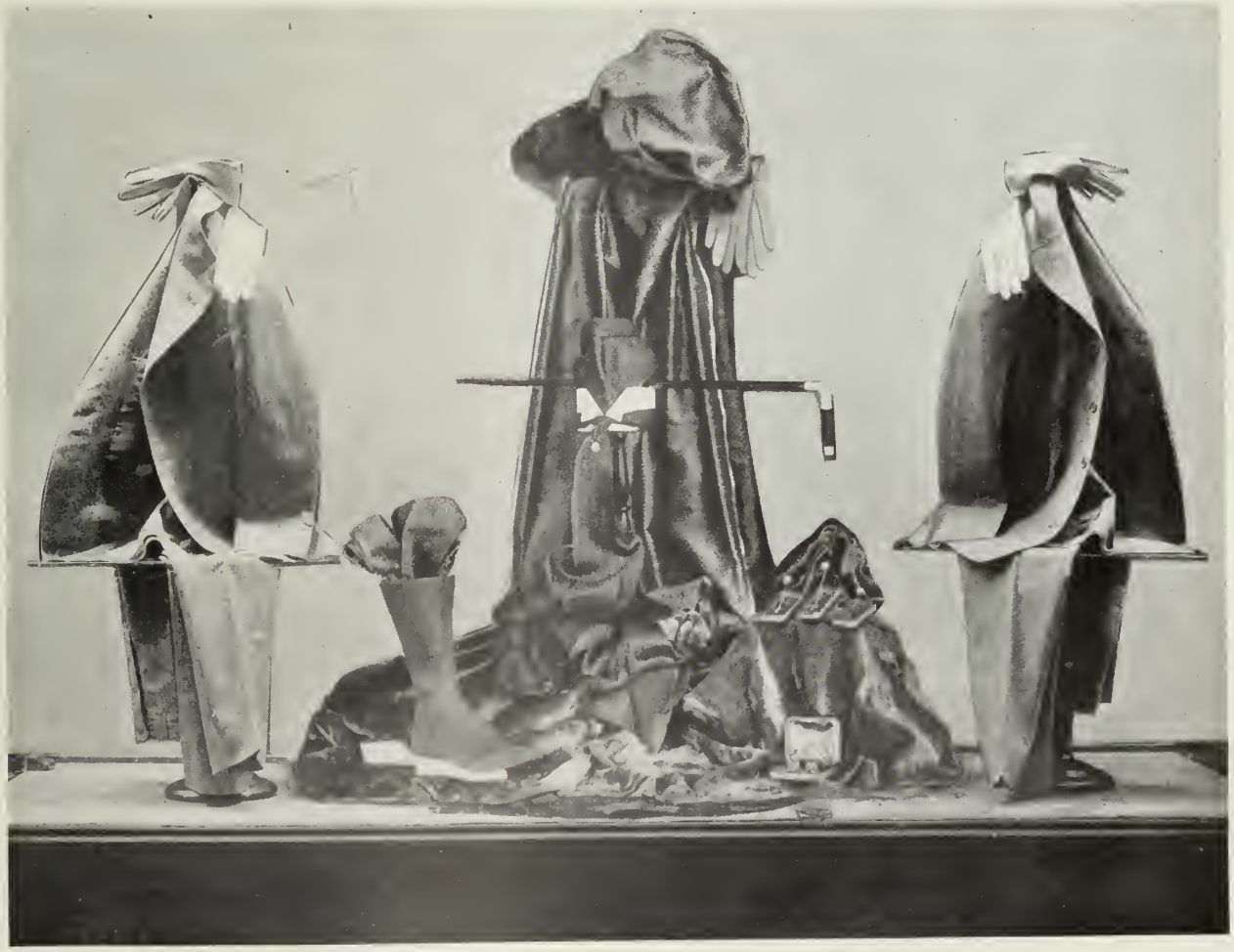
December has ever been a welcome month to the display man, not that his work is increased but he has at hand a wide assortment of attractive stuffs rich in color and handsome in pattern. This year more than usual bright colors predominate particularly in cravats which of all accessories are most appropriate for holiday gifts to men.

In the illustration herewith are two attractive trims from the Weber & Heilbroner shop which have been combined into one for the purpose of demonstrating the idea of showing haberdashery with clothing during the holiday period. There are few clothing shops nowadays that do not have a haberdashery department and the advantage of showing some accessories appropriate for holiday gifts in every window is obvious. The plan here suggested is intended to prevent a hodge-podge effect of clothing and small items, such as is the case when they are scattered throughout the window. By grouping the accessories in the centre and allowing the two clothing units to stand out as clothing units distinctive in themselves the shop would still call notice to the clothing and at the same time draw attention to such goods as are generally selected for gifts. In this way every window would have practically double value.

The Old Idea Right

The old idea of putting a little of everything into every window is not far from the right track when belated Christmas shoppers hurry along the street from shop to shop looking for something—but they know not what. If neckwear would answer their purpose it will take more than a few cravats, however, strung through the window to make an impression. On the other hand if a striking array of neckwear or a collection of miscellaneous small items such as hosiery, jewelry and handkerchiefs, is featured individually it will produce good results. Most of the store windows the last three weeks have contained a grouping of specials. It proved a good idea to use a striking display card in each instances directing particular attention to the group.

Featuring a certain line of goods in a single window is generally conceded to be more efficacious in making sales than is a trim of miscellaneous articles, but, there are ex-



Combining the furnishings and clothing end is a wise move, upon occasion. Weber & Heilbroner, of New York, show a sample.

ceptions to all rules and holiday season is one. In fact the average shop finds it necessary to show a wider assortment than the exclusive shop where but one quality, one color scheme and often but one object is presented. The average shop has to make its appeal to nine out of ten men while the exclusive establishment is perhaps content if its window actually influences a tenth man.

It is the practice of some shops just preceding the holidays to transform their windows into a bazaar of novelties, wholly overlooking the importance of suggesting to the gift-seeker some really useful garments such as top-coats, raincoats, mackinaws, etc.

There is no period of the entire year more prolific in the sales of men's requisites than Yuletide. It is at this season when the general public looks to the various shops for some hint in the way of an appropriate gift and there are many items in clothing most suitable for the purpose; but unless they are specially featured they will not impress the passer-by.

To help the display man in varying his methods, I am sending two striking unit displays, especially posed by Mr. W. H. Horwich of the Yorke shop, New York. Each of these beautiful groupings is worthy of careful study not only from the viewpoint of artistic pose but from the fact that they are the latest of seasonable goods.

Shirts, ties and handkerchiefs, collar and gloves in a trim that is "different."

Not only because the one who sees it has a good fashion pointer is this trim to be commended but also because it is excellently well gotten up.

Attention is called to the trim consisting of three handsome mufflers, jewelry sets, white kid gloves and a white dress tie. This group makes a stunning unit and the simplicity of the treatment in pose merits unusual praise. A semi-circular glass shelf and a mahogany pedestal are used for the foundation. The mufflers are folded with both ends showing and draped over the shelf. The other accessories are carefully arranged to balance. There is nothing intricate in the adjustments and nothing used but what is available in practically every shop.

The other photograph shows a very effective unit consisting chiefly of a smart shirt of French grey mohair, rose colored cravats and a box of fancy handkerchiefs. The distinctiveness of this trim is largely due to its simplicity in composition. Every line has been carefully studied to obtain a pleasing design and for part of a window display or for a table exhibit the arrangement is ideal.

The various objects shown in these two individual trims are selections especially appropriate for Christmas gifts. These articles are attractive in themselves and yet their unusual effectiveness is largely due to their clever presentation. Good taste in displaying merchandise is quite as important as attractive goods. The two go hand in hand when the attention of the general public is to be drawn to the merchandise shown in the window.

Maclean
New York.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

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HAPPY NEW YEAR!

THE oft repeated phrase cannot be improved upon, as the occasions of its usage multiply. "Happy New Year"—it means all of the very best in the way of wishes from one who utters it for the one to whom it is expressed. So we wish you, our readers, a happy new year, the happiest yet.

The turn of the year is a good time to put on one's considering cap. It is a good opportunity to think things over. Well, we have much to be thankful for. If 1915 did not bring all the good things we wanted, neither did it bring all the untoward things we feared. And the balance is on the right side. We have much to be thankful for. Chiefest, the return of business so quickly to normal, after the staggering blow it received eighteen months ago is cause for mutual congratulation. Not only has the wheel of business, in all its cycles—the importer, the manufacturer, the wholesaler, the retailer—kept running, and yielded grist, but the structure of returning business has been built on a safe and sound basis. The wild cat, in other businesses besides real estate, has been eliminated, and if the process was painful, the fact of a safe, healthy, essentially strong set of business fundamentals resulting was worth what travail business went through to secure it.

Our trade has had some knock-down blows, but it is still in the ring! Thousands of the fellows who support it have gone to the front. A good deal of custom has thus been lost. But the trade has learnt, from a seeming adversity, the need of getting out and hustling, and considering all things, it has done both pretty thoroughly and kept the wheels running well. Scores of our subscribers proclaim this last year away ahead of the year before. We have their letters in front of us. And they predict a better year still in 1916.

Let the men's wear trade make this 1916 the best year it has known. The best is yet to be! More power to the man who lays hold of that, and at the same time tries to bring that best every day of every week of every month of every year to realization.

"Let us then be up and doing
With a heart for any fate,
Still perceiving, still pursuing,
Learn to labor and to wait."

HOW TO FIGURE PROFITS?

IN a few weeks' time the majority of the retail men's wear dealers throughout Canada will be taking inventories, and balancing up their books for the year to see whether or not the business of 1915 has yielded the desired profits. At inventory-time there is always considerable discussion regarding the correct way to figure profits. It is a well-known fact that many merchants fail in business because they do not figure their profits correctly. There is a variance of opinion regarding the correct way to figure profits, some merchants claiming that profits should be figured on the cost price of goods, while others state that profits should be figured on the selling price. Authorities who have made a close study of the question claim that it is scientifically correct to use either the cost or selling price as a base in figuring the percentage of profit, as long as it is stated and made clear on what base the percentage has been calculated. The vital issue, however, is the showing of net profit in dollars and cents at the end of the business year, when the inventory has been completed and the books are closed. And in order to make a satisfactory showing, it is necessary that a proper method of figuring profit should be followed throughout the year. Where many men make their mistake, and fool themselves, is in refusing to see or acknowledge that any per cent. of a smaller sum is a smaller per cent. of a larger sum, or in other words, if 25 is twenty-five per cent. of 100, it is only twenty per cent. of 125.

Let us quote an instance showing how a retail merchant erred in figuring profits. "A merchant bought an article at $1. His cost of doing business, so he said, was 25 per cent. (based on gross sales), and he wanted to make a profit of 10 per cent., so he marked the article to sell at $1.35. His price should have been $1.54 to make a 10 per cent. profit."

This merchant's cost of doing business was 25 per cent. of his selling price, but in pricing his goods he made the frequent and fatal mistake of only adding 25 per cent. of the invoice price. He also made a similar mistake in regard to his 10 per cent. profit.

CLEANING OUT

THIS month and next are the two first months of the year and the two big sale months. A great many dealers seem to prefer February to January for their sale, but what we are going to say applies to both. This year you have an unusual opportunity for "cleaning out." The high price of everything in the men's wear line which the retailer is going to pay means higher prices for the customer. We deal with this in detail in our leading article this month. Now, the older stock you have in your store can be sold reasonably low and yet it will pay you to get it out of the way, and start your business year with newly-stocked shelves. This is a good chance to clean out.

WHAT THEY ARE WEARING IN LONDON

By MACLEAN, LONDON

Office of Men's Wear Review,
88 Fleet Street, London.

EARLY impressions are not always the right ones. I shared, in common with many other men, the idea that so many men being in khaki would more or less annul any attempt at keeping up modish dress. It was so for some time, but I think things are changing over here in that regard. We have now had fifteen months of war, and from time to time men are coming over from the front, I notice, in these returned officers, who stay here only for a few days leave, a distinct tendency, when in mufti, to dress just as smartly and just as modishly as they did before the war. For instance, a friend of mine, who was at the theatre the other night, seeing that new play by Sir Arthur Pinero, "The Big Drum," was wearing an exceptionally stylish dress suit. The conservative note was there all right, but the lines of this suit were new and very smart indeed. It was, by the by, a very dark blue instead of a black suit and this is something somewhat startling in England at present. The collar was velvet, the coat was rather highly waisted and the trousers were cut a little more widely than has been the case for two or three years. I was rather surprised, too, to see that my friend was wearing the breast pocket on the left side of the coat. He has always expressed himself as being against this detail either in lounge or formal or dress attire and therefore I was somewhat surprised to see that he has succumbed to the trend of fashion at last and have his tailor include it.

There was quite a distinguished audience, by the by, at the performance of "The Big Drum." Sir Herbert Tree sat with Sir Johnson and Lady Forbes Robertson. Sir Herbert is a man who does not care very much for dress, that is not for modish dress. He is always well groomed but his dress suit looked as if it might have been worn five years ago, so out of the way was it when compared with the styles we are accustomed to from our smarter dressers in London this year.

One of the gentlemen who was in a box is a man who has become very famous in literature, Mr. E. Temple Thurston. He is rather a dapper man and I suppose he is now somewhere about thirty-six to forty, but I am not sure. He was wearing very immaculate dress and I noticed one thing about his dinner jacket and that was that the collar was of the shawl variety.

The Black Vest Still

By the by, nearly all of the men who are wearing dress suits at all this year, are wearing the black waistcoat still. Some few are still wearing white and I saw the other day —on a gentleman who is a theatrical light—a purple and black, interwoven. But for the most part the black is au fait.

What I was saying in the first paragraph about the returned officers from the front certainly booming stylish dress again, applies particularly to the silk hats. I have seen more silk hats during the last week in London than I have during the whole year that preceded it. I don't doubt that after the average officer has seen service at the front for a period of weeks or months and he gets two or three days at home he is anxious to forget khaki for a little while and get into ordinary civilian dress again. If that be so, supposing him to be monetarily able, he naturally goes to see what his tailor has to offer and gets something smart to wear.

The Silk Hat Revived

I have seen quite a number of men, as I say, in silk hats again lately. There have even been a few solitary specimens of morning coats and frock coats. I don't remember when I last saw a frock coat before last week; hardly anybody is wearing them except Cabinet Ministers and gentlemen of the cloth.

The dominant note besides blue serge is grey and a dark grey at that, that is for lounge suits. I remarked on this, as your readers will know, about a year ago and stated then that I thought grey would be the color for such part of England as was not in khaki. My tailors tell me to-day that to one suit of any check or colored variety they make half a dozen of grey and possibly four of blue.

More Ready-to-Wear

I notice here a trend, which is becoming more marked every day, despite the fact that this is a bad time for any new trend to show itself and that is towards the wearing by well-dressed men of ready-to-wear clothing. As doubtless you know England has never, up to the present, been able to get out anything sufficiently decent in ready-to-wear clothing for anybody who thought himself at all smartly dressed to bother about buying. But that of course is not so in your country where some very good stuff is now shown which can be bought ready-to-wear. The trend is coming in and I think after the war will be more marked, because a great many men will find that they need what money they have for building up enterprises which possibly have lapsed. So they will save half a sovereign where they can on a suit. One or two manufacturers are putting out now, really first-class stuff in the way of ready-to-wear suits and I am not at all surprised that conservative London, that is the well-dressed men of conservative London, are actually putting their hands in their pockets and paying cash down for ready-to-wear suits, where formerly they would have paid more cash, some time afterwards for a tailored one. I don't mean to say, of course, that this is absolutely general, it is not. But the tendency is there and it is being more marked every day.

Maclean
London

THIS MONTH'S PRIZE-WINNING WINDOW

Begg & Shannon, Hamilton, had this and another exceptionally good window. Both displays were the work of Arthur Keelor, window trimmer with Begg & Shannon.

THE COMPETITION

In accordance with our notice in the December MEN'S WEAR REVIEW *readers from far and near sent in photographs of their windows as entries for our window trimming competition.*

There were many excellent windows, most of them dealing with Christmas; some not. They reflected great credit, all of them, upon the men who dressed them and the stores who showed them.

The award has been made, and the prize is won by a Hamilton window trimmer. To him has gone the five dollars, plus a dollar and a half for the photograph.

Several other photos have been retained, and to the men who sent them in has gone a dollar and a half for the picture.

This competition continues every month. Get busy and send in your window. We don't mind if you have only small window-space; if the display is good, if you have made the most of it, you stand a chance of the prize. Whether you are in a small town or a big city, it's all the same to the judges. The man in the small town can do just as much, pro rata, with the facilities he has, as the man in the large town.

Send in your window, and send it EARLY.

—The Editor.

THE PRIZE-WINNER

The man who won the prize for this month's competition is

Arthur R. Keelor,

c/o Begg & Shannon, Hamilton.

We reproduce his window here, and are only sorry that the photograph did not do it better justice.

This was one of two windows combining the Christmas and the patriotic ideas. The back of the window was marbled canvas, on which was painted three scenes, the home of the soldier, the boat that carried him away, and the camp. This last was the centre, and Santa Claus is depicted as giving the gifts, what time Father and Mother, and Sis, and Brother are thinking of the boy to whom they have sent. The faces were dim and shadowy. The Canadian ensign is prominent. The floor of the window was white felt; holly, Japanese art rope, decorated pillars, and frosted mirrors finished off the whole. The window in common with the other two, displayed every conceivable kind of gift. We have not had time to hear what results it had, but we are willing to warrant it proved a big drawing card.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

YOU can form a pretty good idea of what is coming on the market by asking one or two of the leading haberdashers what they have recently bought, and which way they think fashions are tending. I put a question of this kind regarding neckwear to Max Beauvais last week, and he told me that he expected neckwear to be brighter than usual, as clothing was being made in quieter colors. He has always found, he says, that when clothing is plain, people brighten up their appearance around the neck. He sees a tendency towards smaller ties. The public have discovered that the large ties of the past season had all their bigness at the useless end. There is a tendency towards a bigger knot compared with the rest of the tie, which is permitted by the rather extreme cutaway collars which have been in vogue for a year or more.

Beauvais has been going in stronger than ever for silk squares, and he is one of the few retailers in Montreal to go after the business. It requires a man to be in a position to make the ties, and make them well; and the cost of such neckwear is rather high—two dollars, or three for five. These are being cut on the bias, which prevents a tie from being pulled out of shape. Usually they are cut on the straight, which is more economical.

Brighter Ties Selling

Brighter ties have been selling during the past two weeks owing to the fact that women have been buying them as gifts for Christmas. The big tie has also appealed to them: it looks more for the money. New neckwear being shown in Montreal stores is mostly of nice, bright, flowery designs, with few light grounds. The important exception to this rule is the case of black and white effects; here the ground is lighter than it has been, the black stripes being few and thick (usually two), or where there are two or three, they are thin. The stripes are on the bias in most cases.

There is nothing new on the market in the shape of collars with the exception of the lightweight, which is having an unusually good sale. Many retailers already have it on their shelves, and there will be more as Spring approaches. Retailers will be interested to know that one of the largest collar manufacturers in the country is on the point of introducing another linen collar of a decidedly novel design. They are also hinting at something very new in soft collars, but are jealously guarding their secrets.

Judging by the orders retailers tell me they are placing, there should be as good a demand as ever next Spring for the soft cuff shirt. At least, judging by the way orders are being placed, no dealer can go wrong by laying in his stock as usual. Max Beauvais states that in colored shirts there will be more square stiff cuffs worn next season than round ones. He goes to a high-class trade, and what he says may not apply generally. It has been gratifying to the trade that functions have been more frequent and earlier than they were the year on which war was declared. October and November were away ahead of the corresponding months of last year in this respect.

Difficulty with Underwear

Hosiery and underwear have been quite a problem for the retailer this season. Where this stuff is imported from England direct, many dealers had not received their supplies on the first of December, which is very late, to say the least. On medium weight underwear, there has been an advance of a shilling per garment, which amounts to from four to six dollars a dozen, laid down. This means that underwear retailing at three dollars a suit will now cost the public four dollars. Dealers tell me there is a further increase on that for Spring, and that deliveries will be very uncertain. In the case of American 35c socks, they will not be all wool by any means; dealers will have difficulty in getting a 50c all-wool sock for Spring.

As it is, there are few stores in Montreal carrying a complete range of wool and cashmere socks. Wholesalers are unable to supply a full range of sizes; all their lines are broken, and they say that practically nothing is coming from England. Dealers are buying what they can get here and there, and thus taking a chance on securing a full range. The 25c sock of next season, I am told, will be half cotton, and it will be American. Travellers from the United States are swamping the market with this class of goods, and retailers will have no alternative but to buy them for their Spring trade.

Two-tone Hats Strong

I notice that quite a number of dealers are showing velours hats, and are getting good prices for them. It is not difficult to make sales; in fact, some of the stores who have them are not displaying them at all. A good Austrian velours is bringing six dollars and more, easily. Two-tone soft felts are being introduced into more stores, and it begins to look as though these are going to be strong for some time to come.

Two New Collars

Among the new collars put out by a firm of cotton manufacturers is an inserted tip wing. The wings are rather large and almost true triangles. The front spacing at the top is moderate. This is an exceedingly nice-looking collar and is being favored for wear with a soft shirt as well as for evening dress. The makers claim that the inserted tips strengthen this collar. The collar is 2⅜ inches high.

Another collar recently added to the firm's line is a high-banded fold collar with moderate spaced front and square ends. It is 2¾ inches high.

Maclean, Montreal.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

THE question of what they are wearing in Toronto might very well be answered more and more as the days go by, by the single word 'Khaki.' There are several very good windows in the men's wear stores in the city and one of the best we think is that of G. Hawley Walker Limited, on Yonge St. This store has consistently, during the last month, taken advantage of the big amount of trade to be secured from military influence, by a succession of military windows, and the one at present, as we write, is the best of the lot. There is indeed a good deal of trade to be gathered from this military trend because people have got the idea that the war is not going to be over in a week or a month, nor yet six months or a year. What they are wearing in Toronto is becoming, increasingly, "Khaki;" more and more men are going to the front; more and more are taking commissions and there is a good deal of business for the men's wear man in this movement.

An Attractive Tweed

We have often talked in this article about the vogue of tweeds for Fall and Winter wear. Once more Bilton's have an exceptionally nice assortment of cloths and one that impressed me very favorably was a tweed in fawn and blue. It was a Harris and was certainly exceptionally nice. For country and walking wear there is nothing to beat this kind of cloth.

As to Bath Robes

Toronto seems to be taking a leaf out of the book of New York, because two or three stores are displaying some very attractive dressing gowns and bath robes. One of the nicest things we have seen of this sort is on view now in the Jaeger window. This is a hath robe of oriental design, much similar to the one illustrated in the last issue of Men's Wear Review, and is a combination of grey, mauve, terra cotta, green and yellow. The design is Persian and Oriental; a few birds are scattered about and a good deal of leaf and flower work is woven in. It is of wool and combines warmth with novelty.

Some other stores are showing bath robes and dressing gowns in silks.

Trend Towards Color

There is a noticeable trend this Winter toward color in every possible article of dress. I have remarked on this before in this letter and it is further emphasized by the fancy vests which are obtaining considerable vogue for men who can afford this sort of thing. In the main it is expensive and of very fine material. An instance, for example, is a purple and black vest which is in the window of Score's. This is a closely woven silk vest with purple predominating in a very, very narrow stripe. The vest is exceptionally attractive and is lined with black silk. I understand it can be secured in other colors too, and in other combinations of colors. When this harmonizing tone is aimed at, the vest should not be at all loud or too conspicuous.

The "English Shop" have just got in a shipment of French stuff, and they have a display of scarfs and mufflers. One line I saw was made of woven, pure silk, and was a design in Roman stripes. Purple and canary yellow are one combination; champagne and dark maroon are another: and greens and black, and light and darker blues are all included. The price of one of these mufflers is $9, and certainly the man who has this sort of thing can be sure that it is very exclusive.

Silk Spun Like Wool

Another new idea is a two-tone silk which is spun like wool. This is a very unusual material. It is something like camel hair wool, but the fact that it is made of silk, although it is spun like wool, means that it is softer and finer. The design is a stripe in two tones. A light blue is blended with a darker blue color and a light green with a darker green and a light mauve with a deep purple. Certainly these mufflers are very fine, because they are at once novelties and so high priced that they will not be duplicated elsewhere.

English Sweater Coats

I see Wreyfords are showing some sweater coats which are all wool. I was particularly attracted to one which was of a dark green color and rather unusual shape. It was certainly a well made garment and of a nice, warm shade. This was practically the same sort of thing we have here in Canada, but it was made in England. It is interesting to note that in England they don't know the meaning of the word sweater coats for men, and they don't sell very many for women. I have often wondered whether the Canadians wearing them on the way to the front might not popularize them in England.

Ties of Rich Color

The rich coloring in ties is emphasized in Fashion Craft's window. Ties of rich, full coloring, such as red and green and brown and purple are very prominent. The designs are leaves or flowers and are generally big. The minuter and smaller patterns have been relinquished and the allover design is taking the place at present. Certainly these ties, although somewhat spectacular and singular, are of rich and luxurious design and should have good sale for Christmas gifts.

A rather unusual color in a knitted tie, by the by, is one that is being shown in the Annexe to Eaton's store at present. This is grey. Grey is rather a difficult color for a tie, but they have some greys of different shades in the Annexe at present which I understand are selling very well. This is a good formal tie for a man who can wear the color.

A Khaki Novelty

One of the stores here shows rather a novel unusual thing in a khaki tie; it is not wholly khaki. A red or a blue or a green stripe, at intervals of about one inch, appears, and it makes a nice variation. I don't know whether or no this can be worn by officers, or whether they must stick wholly to khaki. But for the man in the street it is at once a snappy and a novel kind of neckwear. The store selling it, by the by, tell me they have had quite a lot of business for it.

Maclean, Toronto.

THROUGH OTHER SPECTACLES

HOW UNCLE SAM PURCHASES CLOTH

From the "Journal," St. Catharines.

IT is possible to find out just how much clothing costs by watching Uncle Sam's reports on how much the soldiers have to pay for their clothes. The soldiers of the United States army wear good clothes—that is clothes suitable for which they are designed, and clothes that with ordinary protection will stand a great deal of wear and yet continue to look well.

The new olive drab woolen uniform, consisting of breeches and tunic, costs the soldier $7.40—$4.57 for his coat and $2.83 for his trousers. His linen collar costs him four cents. His woolen drab gloves cost thirty-seven cents. His canvas leggings cost fifty-seven cents, and he can purchase woolen mittens for thirty cents, and overalls for fifty-seven cents. His stockings cost him from eight cents to fifty-seven cents. The most expensive item of his equipment is his drab overcoat, which costs $12.38.

These coats are sold to the soldier at cost plus a very tiny additional price, which the government has to pay for storage, and in the case of the organized militia, with the cost of the packing added. The reason for these rock-bottom prices is that the large quantities of cloth and material required in the manufacture of clothing for the army by the government is purchased after advertisement inviting competition, awards being made to the lowest bidders. Furthermore a large quantity of uniforms and other garments forming part of the soldier's clothing is made under contract, after advertisement inviting competition, awards being made to the lowest bidders.

This method eliminates the middleman's profit and results in the government obtaining the lowest possible prices, both in materials as well as for the cost of manufacture. The fact also, that the cost of machinery, wear and tear in making is not considered in computing the cost of clothing, also results in apparent lower cost of the articles manufactured by government as compared with individual manufacturers.

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TIGHT SITUATION IN HOSIERY SUPPLIES

From the "Journal of Commerce," New York.

Merchandise is scarce in many of the important grades of hosiery, both cotton and wool, a fact which selling agents state has just begun to be realized by the greater part of the jobbing trade. The exceptionally large export business done by hosiery mills with markets like South America, England and Australia apparently has not been considered seriously by the buyers up to this time who have had in mind conditions existing the preceding two years. In addition to the export outlets the handicaps to manufacturing of recent months notably through dyestuffs stringency, of course, has had an influence in keeping down ordinary production.

It is the opinion of some leading agents that this condition in merchandise supplies is to continue and perhaps increase rather than improve. It is at present a question, agents say, of ability to do business rather than to get orders in many lines of hosiery.

In the cheaper cotton hosiery buyers are finding it almost impossible to secure goods which they have been accustomed to secure in the past as wanted. The export business in this grade of goods which has been done, and at very good prices to manufacturers, is reported to have been large.

Prices on the staple lines of cotton hosiery are gradually being raised both for nearby and future delivery. The ladies' full seamless goods, for example, which during the spring sold at 65c a dozen for the pound, lightweight is now understood to be quoted at 72½c a dozen. The heavier boys' goods, such as the 3-pound stockings, which a year ago were around 97½c to $1 a dozen, are now priced at $1.05 and $1.07½ a dozen, the latter price representing spot business and even some future business, although some lines are taking orders at $1.05.

In the wool lines the market sentiment is that conditions are even tighter perhaps than in the cotton hosiery. Some important lines of wool goods are through taking orders for the time being, having put a prohibitive price, it is claimed, on further business. The general understanding is that a considerable business in wool hosiery has been booked for next season at exceedingly low prices, though confirmation of such reports is impossible to secure.

* * *

ONLOOKERS OR BUYERS?

From "Hardware and Metal," Toronto.

It is all right to run freak windows occasionally, but window display space at Christmas time is too valuable to be used for exhibitions which simply amuse and do not have selling force. Place a couple of turkeys, rabbits, or some other freak display in your show window, during the next week or two, and the chances are you will attract the attention of tremendous crowds, but in all probability, your sales as a result of the display, will be practically nil.

During the first week of December last year, a retailer had a live bear on exhibition in his show window, and it attracted the attention of hundreds of people. This freak attraction, although a splendid crowd puller, did not sell goods. The chances are that if the merchant had arranged his window with a good display of Christmas goods, neatly arranged and price ticketed, he would have sold several hundred dollars' worth of goods as a result of the display. There is a big difference between a window display that attracts a crowd of on-lookers, and a display that attracts buyers.

Tale of a Shirt

Tooke Bros, Ltd., are putting a new line of crepe shirts on the market. In a circular issued to the trade, they wish to emphasize that these absolutely will not shrink, and tell a pointed little story about another shirt, in a very few words. It is worth repeating:

"There's an old story about a crepe shirt that upon being washed shrank so badly that it was immediately turned over to the eldest boy in the family. Every time it was washed it had to be transferred to a still smaller brother. When the baby could no longer wear it they used it for a lampwick!"

Good Copy for Your Ads

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the Winter campaign. Each is intended for single column, 7 inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.

We've just blue-pencilled your suit

and we have checked off scores beside for your friends, as a late season effort to clear out the tail ends of our stock of men's suits.

The sacrifice is ours, the benefit is yours.

When you see a suit with the blue pencil mark on the ticket, you know you can have it sent home, all finished up in perfect shape at ONE-HALF THE REGULAR PRICE, which is marked in plain figures.

Come in and look through our cases and judge for yourself. Bring a friend with you, for we have a suit that will "just get you both."

(Firm name and address)

Those Swagger Togs

you envy so much, do not grow on your friends, they're made by real flesh and blood beings and they're made to fit figures that are not as easily fitted as yours.

You can look just as good in your EVENING DRESS SUIT AND OVERCOAT if you let us fit you properly.

That certain, undefinable style touch which you feel your friends have, is yours at no more cost than your pocketbook can stand.

We're open to-night. Step in and be convinced.

(Firm name and address)

whiz—

twenty below, icy snow, lots of go, cheeks all aglow, the walk back slow—that's tobogganing in Canada.

That's the sort of out-door sport that gets into the very fibre of Young Canada and which demands proper clothing, such as Thick Wool SWEATER COATS, TOQUES, MUFFLERS, SASHES, MITTS AND GLOVES.

We have them all, as a glance at our window display to-night will indicate. Our stock is most complete and prices and styles are right.

(Firm name and address)

OF A PERSONAL NATURE

Messrs. Belleneau Limited, of Winnipeg, have opened up a "Fashion-Craft" store in that city.

* * *

C. A. Dalton, for some time engaged in the men's wear business at Neepawa, Ont., has enlisted for service overseas.

* * *

W. Sterling Richardson, men's furnisher, of St. Thomas, has added to his business a cleaning and pressing department, and has installed all the very latest equipment.

* * *

Mr. J. M. Mawhinney, manager of the Broadway clothing store, in Nokomis has left for Saskatoon where he has accepted a position with the Cockshutt Plow Co.

* * *

P. J. O'Connor, of Hespeler, two years ago purchased the stock and business of a men's wear man. Through steady increase of trade the old premises are too small, and Mr. O'Connor is moving into a new store.

* * *

A. S. Goldsmith, formerly manager of the Oak Hall store, Woodstock, and late of London, has accepted the position of manager of the St. Thomas branch of The Tip Top Tailors.

* * *

Geo. H. Campbell, formerly in the gents' furnishing business in Swift Current, has accepted a position of store manager at Bertins' Limited, of the same city. Mr. Campbell was until recntly in business in Calgary, where he was unfortunate enough to be burned out in a fire.

* * *

Mr. James C. Kelcher, one of Guelph's best known business men, died recently. For a number of years he was the senior member of the firm of Keleher & Hendley, and was engaged in tailoring and men's furnishings. He had always taken an active interest in the city's affairs. He retired from business several months ago.

* * *

Loss was caused recently by smoke and water to the stock of Beal and Martin, clothiers, and C. E. Sanders, dry goods merchants, of St. Thomas, these stores being on the ground floor in the same block as one in which a fire took place. The loss is covered by insurance.

* * *

A Patriotic Window at The Robert Wright Co.'s store in Brockville, attracted a great deal of notice.

The scene depicted a wounded soldier with bandaged head in his hospital cot, attended by a Red Cross Nurse. All the small details were admirably carried out, and reflect credit on the designer of the display. Mr. J. V. Dickenson, the firm's window dresser.

A handsome card executed by Mr. R. H. Lindsay carries the familiar legend in large letters, "England Expects."

* * *

Four more young men in connection with Dundas & Flavelle's men's wear, Lindsay, Ont., have enlisted with the 109th Battalion. Mr. Albert Train, of the carpet section; Messrs. Michael Dovey and Hilton Brown, of the men's furnishing department, and Mr. Norman MacDonald, of Flavelle's office staff. This is a great showing from one business house, and the firm have recognized the pluck and patriotism of its boys, by keeping their positions open for them when they return, and giving them half their salary for six months. This makes a total of five young men from this store who have enlisted for overseas service.

* * *

Morris Greisman, manager of the King Suspender Company, was married on December 7, and is across the border on his honeymoon.

* * *

The friends of Mr. Dale, of the Dale Wax and Figure Company, will regret to learn that he has been confined to the house for some three weeks. Coming to the office he contracted a chill which delays his complete recovery.

* * *

Cluett, Peabody & Co., Inc., have decided to carry stocks at Toronto, Winnipeg and Vancouver, and will be in a position to make shipments from these points after the first of the year. While this firm has always maintained offices in these cities, they have never before carried stocks.

* * *

James C. Keleher died at his home in Guelph, after an illness of nearly two and a half years. For almost half a century he has lived here. Until a few years ago he had been actively engaged in the firm of Keleher & Hendley, tailors and haberdashers, and was very successful. He was a member of the Board of Trade and had been its President for some years.

* * *

Once again the employees of the W. E. Sanford Manufacturing Company, of Hamilton, have been pleased to present a wrist watch to one of their number who has enlisted for active service. The presentation was made to Mr. Robt. W. Rimmer by Cyrus Oliver on behalf of the employees.

* * *

Mr. Neil McPhail, merchant tailor, of Orillia, has been forced to move into more commodious quarters on account of the steady growth of his business. It is gratifying to know that Mr. McPhail is conducting such a progressive tailoring business, and it is to be hoped that this further evidence of his enterprise will meet with added success.

* * *

At the quarterly meeting, held in Montreal, recently, for the nomination of officers for the Dominion Commercial Travelers' Association, Mr. Robert C. Wilkins, of Farnham, was unanimously chosen president for 1916. The membership of this organization is over 8,000, and this is the first time the presidency has gone to a man residing outside of the metropolis or its suburbs. Mr. Wilkins has taken much interest in the organization, and the honor is regarded as having been well placed for 1916.

The many friends of Mr. Wilkins throughout the Townships will congratulate him upon his election. Mr. Wilkins was one of the organizers of the Eastern Townships Associated Boards of Trade and its second president.

* * *

Belanger & Gregoire have opened for business on St. Joseph Street, Quebec, handling clothing and furnishings for men and boys. J. L. Belanger was formerly a traveller for A. Amyot & Co., clothing manufacturers, St. Hyacinthe, Que., covering the I.C.R. as far East as Chatham, N.B., and the Quebec & St. John's Railway, up to Chicoutimi. A. G. Gregoire was for nine years head clerk in the furnishings department of The Quebec Syndicate and during the past year held the position of manager in the store of J. H. Turgeon.

Gossip of the Trade

By C.W.B.

IN OUR last issue, we timidly referred to the fact that women sometimes prefer to trade at men's wear stores. We all know they do this at Christmas time when in search of gifts for their male acquaintances. I know many ladies who always purchase their gloves at the haberdasher's, but who ever heard of a woman going into a man's store for a pair of garters?

It is a curious fact that the haberdasher is in a far better position to cater to the demand for this delicate piece of wearing apparel than he ever dreams of. A lady (name only on request) informed me in a confidential way the other day that, whenever she needs a pair of garters, she always buys them at the haberdasher's. She does it unblushingly too. More curious still, while she never entered a men's wear store yet that did not carry a stock, there never was a dealer who knew the use to which she intended to put these elastic arm bands. Not only do they make better garters than those supplied in the women's store she says, but they only cost about half the price.

An Old Trick

I was talking to the manager of one of the largest haberdashery stores in the country last week, when a ponderous colored gentleman entered. The manager approached him, shook his head, and the colored one went out. I was curious to know what his errand was. "He wanted a suit of Blank & Co.'s heavy underwear," said the manager. "We don't carry that make." Then a smile broke out on his face. "It's a funny thing," he said, "that Blank's traveler has only left the store after failing to land an order."

Both of us smiled at the coincidence. Tricks such as that, (if it was a trick) used to be very common. Travelers from obscure but ingenious manufacturers of suspenders and other small furnishings, usually from across the border, would call upon a dealer an hour or so after two or three persons had asked for their particular line of goods. The unsuspecting dealer, not anxious to be caught again, hailed the traveler with joy, and gave him an order.

The trick itself has been shelved, and is old and covered with dust. Only the street pedlar can try that game successfully to-day. If the underwear traveler (who represented a well-known Canadian manufacturer) had stooped so low as to resurrect this trick, I think he would not have chosen a colored gentleman as a bait for a store which counts among its patrons the very best in the land.

In the window of one of our leading hatters this week, I saw a cowboy hat, a silent reminder of the good old days when people paid eight dollars for such things without a whimper. I would not advise any of my readers to get in a stock just now unless they are located out in the wild and woolly West. A Montreal dealer, who has always carried a dozen or so, thanked the Kaiser the other day because some of the men going out to fight him required cowboy hats to complete their kit. One or two more such acts of Providence, and he will be out of stock, and his placing order will not go in again until the good old days return, when men go West in search of gold.

Prospectors were about the only men who bought this expensive line in the East. Out West it was the cowboy, fastidious as regards his footwear and his headgear, who bought them. It was not unusual for him to pay as high as twenty dollars for a hat. They have brims on them like boards.

An Interesting Letter

The precautions taken in shipping troops to England are indicated in a letter from Pte. Dower to his brother.

Pte. Dower was a hat salesman in the R. Simpson Co. store before enlisting.

Pte. Dower says:—

"On Saturday, we had to wear the life belts as we were in the danger zone and all eyes were watching the ocean. The night was rather an anxious one for all on board. All lights were out and the boat's grey coat was invisible. It looked strange to see the Metegama steaming without a light of any description. No smoking was allowed aboard after 6 p.m. On Sunday we had religious service, we kept a sharp lookout for "subs" but I guess they knew the "crack 35th" were on that steamer. The patrol boats gradually drew nearer to us and kept with us until evening, when our escort appeared about 11 p.m. It was a grand sight, as we sailed up Plymouth Sound with all the search lights centered on us.

"We were taken off just inside the breakwater on a Great Western Railway tender and got into Millbay Docks at mid-day.

"We stayed around there until 2.30 but could not go out anywhere. We just had a sandwich. We left on the London and South Western Railway. When we got to Exeter the Mayor and Mayoress had a bunch of ladies waiting to meet us with tea, sandwiches and apples with a neat little card inside the parcel. There were lots of friends of the boys at the different stations and all kinds of girls wanting badges and buttons and anything you had to give. We arrived at the small station Liphook at 12 o'clock and had to walk to Bramshott Camp, it's a dandy camp and has everything to make you comfortable.

C. W. B.

Cardwriting Made Easy

by R.T.D. Edwards

TWELFTH OF A SERIES

ONE show card suggestion shown in this article is particularly suitable for any of the after stock-taking sales which are common at the beginning of the year.

A description telling how the card is made, is given in the underline below the card.

The accompanying chart and description, explains the style of lettering used in preparing the show card suggestion. The new feature in this lesson is the heavy brush width spurs. They require a great deal more care than did the spur making in the brush stroke Roman lettering.

THE CHART

THE chart shows an alphabet and numerals of bold-faced Egyptian. This sort of type is exceptionally adapted for use on sale cards where a quick-reading type is desired. This class of letter is somewhat the same as that illustrated in lesson No. 5, with the exception that it has the heavy brush width spurs. These letters and numerals are entirely of brush stroke formation, which means that each line was made with one stroke of the brush. The size of the brush to use is determined by the size of card employed and the size of letter required. For instance, if you desire about a two- or three-inch letter on a half-sheet card, a No. 8 red sable will be required. On smaller work use a No. 6 brush.

As in previous work, it is absolutely necessary to keep the brush flat and chisel pointed. All the ends of the hair must be even.

A is a six-stroke letter. This letter should be evenly balanced on both sides of the dotted line shown to represent the centre.

B.—A continuation of the two strokes, 2 and 4, form B's spurs. Note that the upper loop is smaller than the lower.

C is a three-stroke letter and needs a great deal of practice. Care must be taken to get the spur at the right angle.

D.—The spurs on the "D" are made in the same manner as explained on the "B".

E.—This letter is of straight line formation. The main thing is not to allow the spur (stroke 5) to extend to the right quite as far as that of stroke 6.

F is similar to E, with the exception of the lower line.

G.—Stroke 3 of G, as you will notice, does not extend out as far as stroke 4. This letter takes a great deal of faithful practice to get it balanced properly.

H.—The cross-bar of this letter is nearer the top than the bottom of the letter. Little points like this make hand work look different from type.

I.—Care must be taken to have all upright letters at right angles with the guide lines.

J.—The curved part and lower spur of this letter are strokes with which you must take particular care. This part of the letter is difficult for the beginner to make gracefully and needs much practice.

K.—Note, stroke 5 of the K does not project out to the right of the letter as far as stroke 7. Stroke 2 of this letter should join stroke 1 a little above the centre.

L.—Note the angle of stroke 4 on this letter.

M is another letter of which one side must balance up the other side. The lower ends of strokes 3 and 4 must be an equal distance between strokes 7 and 8.

N.—This letter is composed of 6 separate strokes. The one that beginners find most difficult is stroke 3. The point in making this stroke is to start the upper side of the brush at the upper right-hand corner of stroke 1 and finish with the lower side of the brush touching the lower guide line where stroke 4 will finish.

O.—The O is the same as in previous alphabets. You cannot give this letter too much practice.

P.—This letter differs from B because stroke 3 joins stroke 1 midway between the two guide lines.

Q.—This letter is the same as the O with the tail added.

R.—This letter is of similar formation to the P with the two strokes added. Stroke 7 projects more to the right than does the curved stroke above it.

S.—Much practice is needed in order to get this letter balanced up gracefully.

T.—Strokes 3 and 4 of this letter must be at the same angle and are an equal distance from stroke 2.

U.—Strokes 1 and 2 of this letter do not come to the lower guide line. They join stroke 3 a little above it.

V and W are of similar formation and need a lot of practice. You will have some trouble in balancing this letter up as in the case of the M.

X.—Strokes 1 and 2 of X cross each other a little above the centre.

Y.—Strokes 1 and 2 meet stroke 3 nearer the upper guide line than the lower.

Z.—Take care to get strokes 4 and 5 of Z the proper angles.

I will not enter into a detailed description of the lower case alphabet. The strokes are all numbered and the arrows show you the direction in which to make the strokes. If you watch carefully you should experience very little difficulty.

Of course you must remember the new thing this month is the heavy brush width spurs. They require a

great deal more care than did the spur making in the brush stroke Roman lettering.

After Stock-Taking Sale.

A great many retail firms conduct January, or after stock-taking sales each year. This is particularly noticeable in the dry goods trade. Many men's wear firms conduct sales during January and February. In large and small stores alike sales are carried on in an effort to stimulate business.

Keep Sale Name Prominent

These sales are run under various names, but the most popular are: "January Sale," "Mid-Winter Sale," "Annual Clearing Sale," "January Sale of White Goods," etc. The main thing which should be emphasized is to keep the name of the sale continuously before the public. It should be worked in on all price cards, both large or small. It also should be used on show-cards and paper posters throughout the store and in the windows.

The above "after-stock-taking sale" card has been prepared on the poster plan. The heavy band is of light green. The lettering is black with a white outlining, and dark green shading. The edging on the band, and the outer border line are of the same shade of green as the shading. The color used on the inner border is of light green. The style of lettering used in preparing this card is described in the accompanying article.

It can be put on in dozens of different layouts or designs, either by printers' type, plates made from hand work, or the actual hand itself. If a great quantity is wanted, it is advisable to have them printed, but when the store is small and the quantity of cards used does not run up into the hundreds, they can be written by hand. Many designs that are of an exclusive nature can be made up easily and quickly.

Many stores have a striking design made up and use it year after year and the public becomes so familiar with this that as the season of the year approaches they look for these tickets.

Different From Any Other Cards

The coloring of these cards is a thing which must receive careful attention. Care should be taken to have them entirely different to any other cards used at other seasons of the year. A bright, striking card is necessary, but the colors used must harmonize with one another and also with the surroundings.

Color Combinations

Here are a few suggestions for the price ticket color combinations:

White card with green headline and price.
White card with red headline and price.
Green card with black headline and price.
Blue card with black headline and price.
Yellow card with black headline and price.

Never use red color on blue cardboard or blue ink on red cardboard, or yellow color on green card, or green color on yellow card. Red color on pink card is also not permissible.

Posters or Big General Cards

Posters or large show-cards are a necessity in connection with a big sale. These should be used to stick on windows and to put in prominent places throughout the store. If posters are desired, make them on good tough strips of paper. They should be made as attractive as possible, as these are the means by which you announce to the public that something out of the ordinary is going on inside. Half-sheet cards displayed throughout the store in prominent places announcing the sale also keep the customers' interest up. These can be made with the same design as that which is used on the posters.

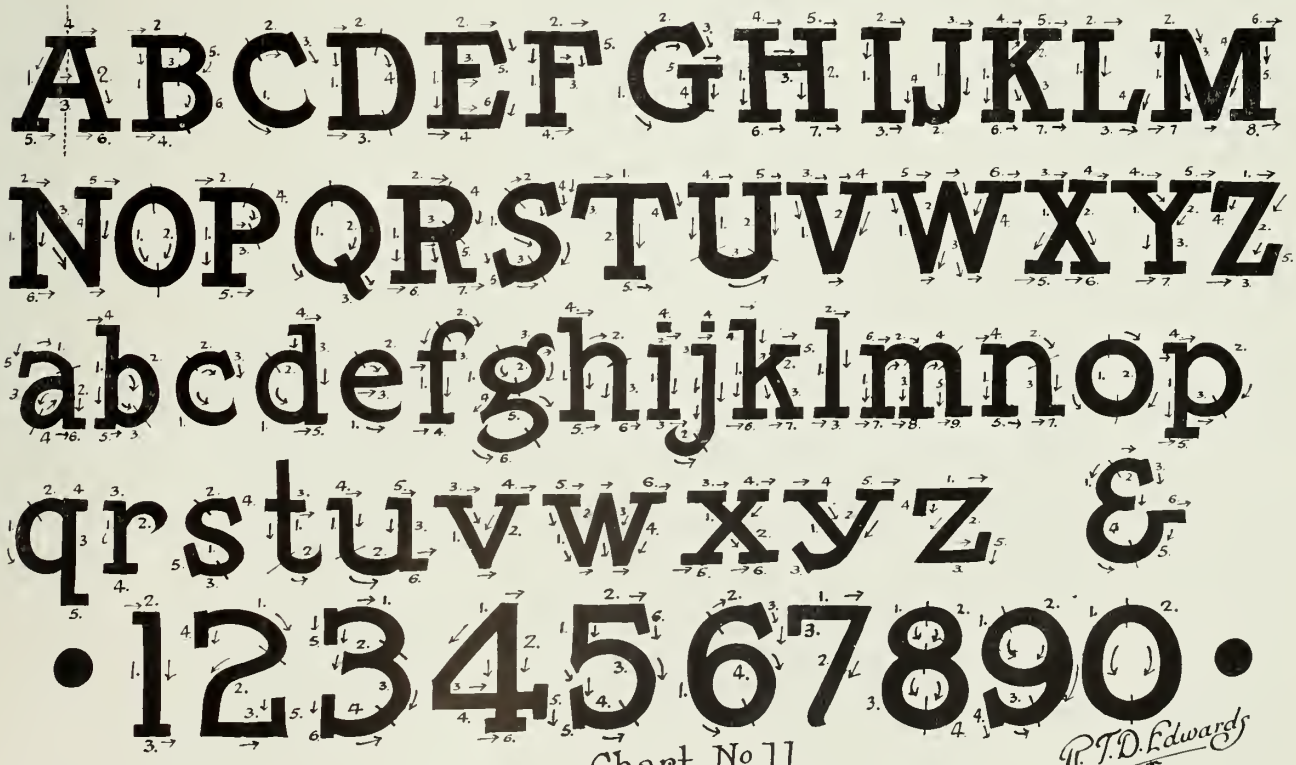


Chart No. 11.

P. T. D. Edwards

BOYS' DEPARTMENT

WE have from time to time in The Review gone into the importance. the increasing importance, the boys' department is attaining in the average men's wear store.

We now want to devote a little time to discussing the ways and means of cashing in on this business. It is a good time to start, at the beginning of the year. You are making a fresh resolution now, why not make one, amongst many other good ones, that you will devote more time and attention to making the boys' department in your store a more paying proposition than ever before?

In Your Ads.

There are three or four ways of doing this which are of first importance. There are many others which are subdivisions of these very important ones, but in the main a few first principles may be enunciated.

First of all, supposing you do any advertising at all—and what wise business man does not nowadays—be sure and include in your ads. every now and then (in every ad. that your write, if possible), something which will interest the boys. Now, it may be a question whether the boys read the ads. in the daily papers in your town. Probably a great many boys don't. Some other ones, bright ones, who are being trained gradually sometimes unconsciously, to appreciate the value of advertising, read them. But whether the boys read them or not, the mothers and fathers of the boys read them. If you devote, say a quarter of the page you use in your ad. in the daily paper towards giving more detail as to what you have in your store to interest boys and the parents of boys, it will certainly bring good results.

Use the Window, Too

The next important thing, just as important, is the use every now and then, of window space for the Boys' Dept. Some men's wear dealers have something to represent their Boys' Dept. in every window they dress. Others every now and then put in a special compartment for boys' stuff. We show on this page the window of a prominent retailer in Hamilton, who has three compartments in one of his windows. You will notice that he devoted the centre one to his boys' department. An attractive display of goods, showing a good wide range, using as many models as possible—for models are really the only way to show clothing—nicely carded with window cards and ticketed plainly has certainly a good deal of selling power. There are, it seems to us, as we go up and down the country, an increasing number of men's wear stores doing this: featuring the boys' department in their window. Not only have they got everything a boy can need inside the store, but the window, they believe with every sensible men's wear retailer, that the window is the index of the store. The passer-by sees something in the window and immediately knows that he can find a duplicate in the store. You would not think of leaving out, every now and then, a display of your shirts, ties, suits, hats and so on. It would not occur to you to neglect to display these in your window; then why should it never occur to you to give the same consideration to the boys' department? It is just as important and will pay just as well.

The third basic principle which should be observed with regard to the boys' department forming part of your New Year's resolution, in this regard is to circularize the boys themselves, every now and then. This may be done in several ways. The best thing to do is to get a select list of boys. Build this up from what customers you have and get out and get fresh names. Then every now and then keep in touch with these boys by sending them a circular. If the boy does not read it himself the mother and father will. Have the circular attractively gotten up. Have it appealing to the boy himself and have it full, stating exactly what you have got to sell.

It is becoming axiomatic these days that it is business wisdom, in the conduct of the boys' department, to give prizes or to somehow provide something for which the boy himself will hanker and which will, therefore bring his trade Sometimes boys do not take any notice of attractive ads. in the papers. They are deaf to the appeal of a circular and they don't pay particular regard to a good

The boy's department is getting more and more important. In this store in Hamilton he is given the centre window now and then.

(Con. on page 58)

SUITS & OVERCOATS

IN conversation with a manufacturer whose representative has just returned from the Old Country in search of cloths, we have corroboration of our leading article in this issue of Men's Wear Review in so far as it concerns the excessive prices now being demanded for clothing materials and the difficulty in getting dyes. This gentleman was in England for a period of six weeks and during that time was unable to locate anybody who seemed at all anxious for his order

"All they would say," said he to The Review," was that they would do their best to fill my order. They would not, however, guarantee any delivery at all. Apparently they are working there all the time on Government orders and are not any too anxious for civilian stuff. Indeed, so much was this so that, although I spent about six weeks there and was in the West Riding of Yorkshire, down in Wiltshire, in Scotland, and in Ireland, I was unable to locate anybody at all who displayed any great keenness for my order or anybody who would guarantee me delivery by such and such a date."

Cloth Where Possible

Thus, the representative of this manufacturer secured cloth wherever he could. He distributed his orders amongst ever so many men rather than giving the whole to one, as it was impossible to find any one manufacturer who would undertake to supply him with the materials he wanted, or all of them. Furthermore, this gentleman had to rely upon picking up odd pieces of cloth where he could see it displayed very often, because there was such a shortage.

Still more important, and just as important too, for the retailer, was the fact that prices had increased variously from 40 to 60, 70 and 80%.

"What one year ago we were giving 5/6 and 6/6 for," he said to The Review, "I found when I was in England I had to offer 8/6 and 9/6 and 10/- for. You will see that this represents an advance of anywhere from 40% to 70%. At that, as I say, they were not at all keen on taking my order."

Real Scarcity

This has two direct bearings upon the situation for the retailer. One is that there is a real scarcity of cloth. Perhaps it is better to say there is a scarcity of designs and patterns. Several manufacturers agree with this. They say it is impossible to get out the novelty features they had in other than war times and they are relying more or less upon staples and a few novelties that they have by them. Indeed, one manufacturer told The Review that so serious was the situation with him that he was picking out every available piece of cloth he had in the building and getting it made up. He says in ordinary times he would not think of offering what he was now offering and what some retailers were mighty glad to get. There is no doubt the seriousness of the situation is going to be reflected in this dearth of novelties. We shall have to rely upon staples, upon designs which are more conservative and less conspicuous. Whether this be a good thing or bad is a matter of opinion.

A variation on the Glen Urquhart theme, a somewhat extreme model from New York.

Acute Price Situation

The second way in which this situation affects the retailer is that we are rapidly coming to the time when prices on clothing must definitely be advanced. Manufacturers have done their level best to stave off the higher prices as long as ever they could. They have been able to do so for some time by reason of the fact that they had good stocks and had bought largely ahead before the outbreak of war. But we have had now eighteen months of war and it is not to be expected that the acuteness can be avoided altogether. The policy of the manufacturer has been rather to put off the evil day as long as he could and he must be congratulated on doing this. The time has come, however, when the retailer must face fairly and squarely the situation that higher prices are in the offing. Indeed, some manufacturers have already raised theirs.

As an index to the state of the clothing trade in the country, a manufacturer told us the other day that he has done a business which is about 40 to 50% better for next Spring and Summer than was the case for the Spring and Summer of this year. This is a fairly good inkling that the buying power of the country has increased and is, at any rate, something to be thankful for.

KNITTED GOODS

Sweater Coat, Underwear and Hosiery Manufacturers Announce Heavy Increases for Equal Quality

THE knit goods manufacturers advise that we must be prepared for a big advance in prices for next Fall, such that will make the increase for the Fall of 1915 over the Fall of 1914 seem very small. So far from there being any improvement in the situation of the cost of the yarn, it is much more serious, and the prices are rising considerably, often week by week. Not only is yarn keeping very firm and advancing, but even more so is there a difficulty over dyes, and no relief from this trouble is in sight yet, either in England, the United States or in any other of the neutral or allied countries in Europe.

The Review wrote to a number of the knit goods firms in Canada, and the universal reply was that they were figuring on very heavy advances for their Fall lines which will go to the retail trade about February 1. One firm wrote as follows:

"Prices will be raised considerably. The $2.25 lines will go up to $2.75 and $3, the $3 to $4, the $4.50 to $6. Sweaters must be advanced $8 or $10 per dozen for the popular-priced ones, and even more for the higher-priced ones. Of course this will mean many more cotton mixtures in all lines, but the dealer cannot expect to get anything very cheap in that either, for with worsted yarns around $1 a pound and cotton on the jump, the average per pound of cotton and wool mixture going in all knitted goods is now higher than what wool was a year and a half ago."

Another firm wrote mentioning an advance of 15 to 25 per cent., and followed this up with another letter stating as follows:

"Since writing you we have been compelled to make a further increase in our prices (that is, for Spring), so that the figures recently given you do not apply and we now prefer to say 20 to 30 per cent. as being nearer correct. The increase in the price of a $36 garment will not be less than $6, or up to $42, and we rather expect that it will have to go to $44."

Conditions of Supply Steadily Getting Worse Yarns and Dyes Higher

MERCHANTS will at once see the wisdom of placing their orders well in advance for next season's requirements in sweater coats. To postpone ordering until there is an actual demand may bring them face to face with the impossibility of securing goods. There are good reasons for this assertion. Wool is still at high level prices and very scarce, and in addition to this, the dyestuff situation is exceptionally serious. When it is considered that dyes that formerly cost 30 to 40 cents a pound are now bringing from $4 to $6 a pound, the merchant will realize that he cannot hold off until the eleventh hour and expect to make satisfactory arrangements. Assortments in blues and reds will be most difficult to those mills that have not been able to cover their requirements in dyestuffs, and for this reason greys and white will likely have a prominent showing.

Conditions in the worsted yarn market may best be judged by the fact that some lines of pure worsteds have advanced from $9 to $12 a dozen, and wool that 12 months ago averaged 30 to 33 cents a pound is now selling up to 55 cents. No improvement is in sight, and confronting even more difficult conditions it would appear that the merchant who places early is likely to make no mistake.

Underwear Much Higher—No Sign of Any Let-Up

A CANADIAN importer who has just received shipments of samples for Fall, 1916, was not in a very hopeful mood when The Review dropped in on him.

"Next Fall," he exclaimed, "we can't get pure wool imported cashmere in underwear at any price. Not only is it out of range but no spinner will guarantee to supply the yarn. It is the same with union suits.

"In hosiery we are quoted prices for fine, pure Saxony that will compel their being sold at 50 and 75 cents, which is materially higher and hardly as good even at that as this last season's.

"Mixtures in underwear will range 25 to 30 per cent. higher. When there will be any let-up, no one knows.

Difficulties of Underwear Makers

Stanfield's Limited, call our attention to the fact that owing to the scarcity of underwear and the high price of raw materials, merchants are already buying for 1916. A number of large orders have been booked by them, and it looks as if the trouble for 1916 is not going to be selling woollens or underwear, but the making. "There is another feature," they say, "and that is the loss of men. A number of men who are experienced operators are enlisting and the new ones that are put in their places are naturally inexperienced and do not produce one-half the amount of the old operators. It looks to us as if merchants will do well to anticipate their future requirements very far ahead and even after the war is over there is bound to be a scarcity of both raw materials and the finished goods."

SALESMAN WITH FIRST-CLASS CONNECTION IN THREE provinces, desires high-class line on commission basis for January 1st, 1916. Apply Box 7, Men's Wear Review.

WANTED—ONE OR TWO GOOD AGENCIES, FOR MONTREAL, having office, and good connection, best of references. Apply Box L C, Men's Wear Review, Montreal.

NECKWEAR

THIS month has seen the arrival on the market of more regimental fashion effects. The vogue for regimental cravats is by no means new. They arrived with the war, they came a second time, and here they are again in about thirty different combinations—the product of one the best makers in the country. They are the regimental colors of the famous British regiments, with which not a few Canadian units are affiliated, and are in tone with the season's approval for restrained vividness in color.

Stanley & Bosworth show a range of "spots" which are different. Black, grey and silver make a good combination, especially when the produet is from "Paree."

What For Spring?

The question is repeatedly heard, "What is going to be good for Spring?" It seems as though there are going to be so many good things next season, it is difficult to pick out one and single it above all others. Now black and whites, for instance, have every appearance of being with us again, of course, not in the same glaring effects of a year ago, but, nevertheless, black and white. We are told there will be figures, stripes, and everything else in black and white. One of the new things that will be seen on the market for Spring is a narrow black and white stripe in the knot of the tie, and a check in the apron. This is decidedly new, and it remains to be seen how it will take.

Manufacturers think that printed failles and embroidered effects will be good sellers for Spring. With a better demand for embroidered goods, there is also an improvement in the sale of small tissue patterns, which are almost the same thing. Mogodores, hair lines and club stripes are all expected to have a good sale when the next season comes around.

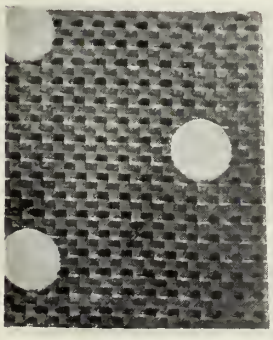
It will soon be time to think about the sport tie again. As there is not the shadow of a doubt that the sport shirt will be good again next year—probably better than it was last Summer—there will be a large number of sport ties sold. The silk ring will make its appearance again, in a variety of colors.

There will be a number of combinations for the sport tie—sports, neat stripes, etc., in foulards, grosnoble cords, etc., with or without the sport shirt.

One of the largest makers of neckwear in this country has received a letter from a silk manufacturer, of which the following is an excerpt. He gathers from this that at some time in the future there is bound to be an advance in the price of neckwear amounting to about ten per cent., or else manufacturers will be compelled to put less material and less work into their $4.50 range. The extract from the letter reads as follows:

"The price situation is more acute than ever. Raw silk has gone up from $1.25 to $1.40 a pound. The dyeing situation is exceedingly serious. The price of goods for $4.50 neckwear will now be 85c per yard. I am writing

(Continued on page 58.)



Some of Crescent Manufacturing Company's selection of silks for Spring; flowers and spots alike are popular. Natté cheque too, still appear to be favored and are selling well.

COLLARS & SHIRTS

AT the present time manufacturers are very busy looking after the shirt business for next Spring, which is expected to be very heavy. This shirt took on exceptionally well last year, considering that it was a new idea as far as Canada is concerned. Now that it is known the demand should be exceptionally good.

The style of shirt being put on the market resembles that of last year in the main, but each manufacturer has some detail peculiar to his own product. Stripes will be seen more this year. One firm is making a line in a very fine mercerized material, in strong, striking designs, being white grounds, with black, blue, helio or pink stripes. In one design the pink, helio and blue stripes are inch and a half wide, the white stripe being about the same width. It is known that this design will be good for negligee shirts, and made up in sport shirts, it is confidently predicted the demand will be just as good.

More Stripes

On the same mercerized material there are blue and black pencil stripes in groups of two to seven. There is also a ½-inch bar stripe with a white stripe, measuring 1½ inches. These will retail for $1.50, and are really beautiful goods. This firm will put out a white sport shirt the same as last year, retailing at a dollar.

Makers are now in the market for material from which to make negligee shirts for Fall, and are having difficulty in securing it at satisfactory prices. The chief difficulty is that cotton has gone up, but further difficulty is faced now because some mills are refusing to guarantee colors. Manufacturers made the significant statement that retailers will possibly have to take just what they can get in colors for next Fall.

Dress shirts are moving much better than they did last year, the number of functions being far greater. However, they are not selling as well as manufacturers would like. Mushroom fronts, both plain and fancy, are selling comparatively well. French pique is the de luxe dress shirt this year, as they are practically off the market. A Montreal maker has just disposed of his balance of French pique collars at $2.00 per dozen. These are made from goods which now cost a dollar per yard. It is almost impossible to secure supplies of French pique.

Square Cuffs

A prominent retailer who was asked what was the most marked change he saw ahead in negligee shirts for Spring, replied that the only innovation as far as he could see was that colored goods would have square cuffs instead of round.

Some excellent zephyrs will be available for next season's trade to sell at a dollar.

As to Collars

The feature of the collar trade for Spring, and in fact, for early in the New Year, is the lightweight collar, which has links, and the appearance and comfort of a soft collar, yet is much more dressy. This is being put on the market by several makers in both two and three-ply cloth. While the lightweight collar has features which some people think might militate against its success, it is nevertheless, one of the biggest sellers of the season. The firm which introduced this line first to the Canadian trade is rushed to death with orders, and it would appear from the way things are going that no retailer can afford to neglect this novelty when placing his order for Spring.

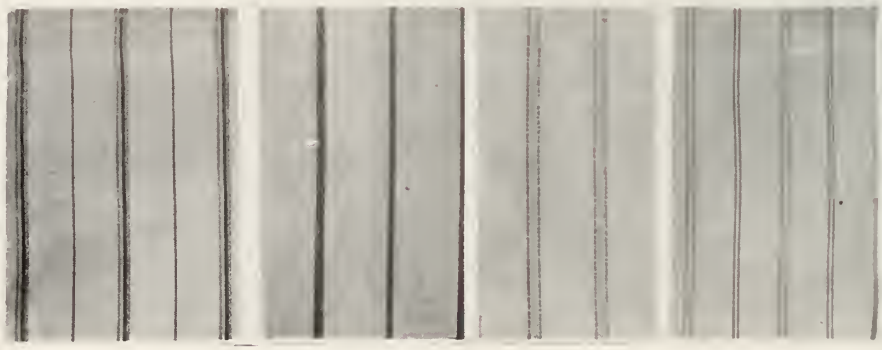
This is the season of the year for wing collars, and dealers are evidently feeling the demand, as a large number of orders are being placed for immediate delivery, the wings being both round and square.

Much has been written against the practice of retailers of selling collars two for a quarter, maintaining that when the retailer pays $1.10 per dozen, he is allowed little profit. A Canadian maker, speaking to The Review recently, argued in favor of this retail price, maintaining that it was standard, and that the public would not pay more for them. He quoted a retailer who told him that he would pay $1.25 for his collars if he had to, as he relied upon them to a great extent on bringing men into his store. He also drew attention to the fact that many collars were sold singly, in which case the profit was much higher.

The best selling collar at the present moment is a medi-

(Continued on page 58)

New crepes from which Tooke Bros. are making shirts; in both cream and white grounds. The quiet cerise water stripe is an attractive shirting and is significant as a swing of the pendulum.



SUDDEN ADVANCE IN HAT MATERIALS

From the "American Hatter"

NEVER in history has the hat trade faced such a critical situation as that which now presents itself. Peculiar conditions prevailing at various times in the market for some certain commodity have occasionally produced a big percentage of increased cost in some simple material. In the years gone by we have seen hatters' fur advance in the course of a few weeks, 20, 30, 40 per cent.; at another time shellac advanced gradually but rapidly from 15 to 75 cents per pound; during the period of great prosperity and industrial expansion beginning in 1896 there was a gradual, steady advance in costs of everything, with a continual upward tendency, for over a decade.

But never before in the memory of the oldest hat man living, has there been such an extraordinary advance, practically over night, in the price of every item entering into the making of a hat as that which the trade experienced late in October.

No Warning of Advertising Prices

Coming without warning, the remarkable advancing prices visit a trade all unprepared. The brisk Fall business depleted the manufacturers' stocks of all raw materials and before there was time to place orders that would replenish the supplies, prices of everything were advanced, without preliminary notice, 10, 20, 30 per cent.—in the one case of dyestuffs, 600 to 700 per cent.

The natural result of this situation of course is that manufacturers will have to place heavy orders for all their supplies so that the increased costs will enter at once into the hats now being produced—in fact, has already taken effect.

And not only have quotations been so sharply increased, but there is every evidence that prices will continue upward. Another element, and one still more serious, is the threatened scarcity of materials and the actual danger that there will be a shortage of some materials, so that they may not be obtainable even at high prices.

Further Advances Assured

To make the situation still more acute, prices have advanced so substantially notwithstanding that the trade has not yet emerged from the business stagnation of the last few years.

The American business man is now on the verge of the greatest measure of prosperity that he has ever witnessed, the rising tide of good times has only just now set in and with the revival of trade activity and the consequent increased demand, prices will surely advance still further and the supply of materials will be just that much less adequate in proportion to the increased demand.

Impossible to Maintain Former Standards

Inferior qualities and higher prices in all varieties of men's hats on all future deliveries are assured.

In the matter of coloring, dyestuff conditions make it absolutely impossible to maintain the standards of the past, no matter what the price.

Dyestuffs are not a matter of quality; there is only one grade of dyestuffs and it is used in all grades of hats and the dyeing difficulties of the future will apply to fine hats as well as to cheap hats.

Colors may not be as clear, nor as fast, and it will surely be impossible to match shades.

All the manufacturers generally will have similar difficulties, and buyers will have to be satisfied with any imperfections of color, realizing that the manufacturers have done the best they could under the circumstances.

In the manufacture of straw hats similar conditions prevail. The bleach will not be up to the former standard and possibly there will be many hats showing mottled braid.

Necessary to Anticipate Orders

All this means that manufacturers will have to, so far as possible, guard their sources of supply and take measures that will protect themselves and give some degree of assurance that they will be able to secure their raw materials. This means the placing of contracts early for future deliveries—but hat manufacturers are unable to make such contracts until they know what they will require and they won't know what they require until after they have their orders in hand.

Of course there is only one logical solution of the problem—in order to guard their source of supply and be assured of sufficient stocks when the season opens, buyers will be compelled to take the same precautions that the manufacturers find necessary — anticipate their requirements to a much greater degree than they have been doing, and place heavy initial orders in advance.

For instance, when buyers place advance orders for hats the manufacturers place their contracts for the materials which are required to produce those hats. If those initial orders are light in volume, in view of the prosperous business conditions, which mean active sales for retailers, it would be necessary for them to place heavy duplicate orders, which, of course, would require prompt delivery. When the manufacturers would receive these duplicate orders they would have to place contracts for the necessary materials and would be compelled to wait several weeks for deliveries before they could put the orders in work.

It must be remembered that there are no stocks of materials in the market that the manufacturers can draw upon, because such stocks have been exhausted and orders that have been placed on a contract basis are so big in volume that it will be impossible to make goods for stock for a long time.

Buyers will certainly be unable to secure prompt deliveries of duplicate orders.

Another factor of no small importance in this connection is the railroad situation. It is reported that already there is a serious congestion of freight and with the growing industrial activity the facilities for shipping merchandise will be wholly inadequate and serious delays will result.

Skeptical Buyers Will Suffer

There are certain buyers in the trade—by no means few in number—who invariably pooh-pooh any idea that does not suit their own convenience and that is in opposition to their lethargy and habit of procrastination in buying.

Proud in their position as buyers with an exaggerated sense of the power of money, they freely boast that they never yet have seen the time that they could not get merchandise somewhere when they wanted it whenever they might get ready to place their orders.

They are proud of their skepticism and freely express it; proud of their power to place orders when they please and secure prompt deliveries.

Yes, they are correct in their assertion that they "have never seen the time when they couldn't get what they wanted, no matter how late they might place their orders" —but they are going to see that time and they are going to see it right now!

Let us remind them that they have never seen the time when nine-tenths of the governments of the world were engaged in a gigantic struggle—a war that has disturbed all precedents and is daily making new ones—a war that has upset all records—a war that has caused an upheaval in industry and commerce.

The new conditions in the trade are the direct result of the war—and as relentless as are the new forces that have been set in motion, just so relentless are the conditions which they produce and no man will be able to oppose them or overcome their effects.

Ocean Transportation a Serious Situation

One of the important consequences of the war affects ocean freights.

For instance, imports in the United States are practically as great as before the war, while exports have about doubled—therefore, there is an increase of ocean shipping amounting to 50 per cent.

But there are fewer ships available to carry this wonderful increase in freight. A large number of German and Austrian liners are interned and idle in neutral ports; many have been diverted to military purposes, such as transports, and others have been destroyed by hostile war vessels.

As a result of the consequent conditions, ocean freights have advanced 200 and 300 per cent.

Dyestuffs

The most serious element in the new conditions relates to the supply of dyestuffs and readers will find elsewhere in this issue an analysis of the situation that will give some conception of the problem.

Although that report points to an American manufacturer of dyestuffs who expects to be able to supply the necessary coloring materials for hat manufacturers, yet his contracts are so drawn that he does not give absolute assurance of deliveries. Owing to the critical conditions presented by the war, it is entirely possible for some new situation to develop which might make it impossible for him to produce the dyestuffs even at the enormous prices which he now quotes.

Trimmings

Hat bands and bindings have already advanced 20 or 25 per cent., due to the increased cost of materials entering into the production.

Raw silk has gone from $3.40 a pound a year ago to $5.00 to-day, reaching a higher point than in 15 years, and like a roaring bull market in Wall Street, there seems to be no top in sight and it is impossible to hazard a guess how much higher quotations will go.

Egyptian cotton, the only kind that can be used in weaving silk hat bands, is up 35 or 40 per cent., dyes are advanced 500 per cent., and it is impossible to secure certain colors.

Here again is not only great increased cost, but also a threatened shortage, not only of the materials that enter into the production of bands and bindings, but in the restricted output of American mills. Formerly a large percentage of the hat bands came from Germany and this source of supply is, of course, eliminated now.

Referring to trimmings, another element of increased cost for hat manufacturers is the fact that between 50 and 60 per cent. of the soft hats are now ordered with bound brims and the hat manufacturer must not only pay the price of the binding, but also the cost of labor in putting on the binding and the much greater expense of flanging the hat twice—once before binding and then again afterwards.

Hatters' Furs

Substantial advances have been quoted in furs, not only on account of conditions in the market for the material itself, but on account of the big increases in the cost of mercury and other chemicals which are so largely used in the preparation of hatters' furs.

Leathers

On account of the war, which has restricted the supply and occasioned an enormous increased demand, the price of leather has gone up and in consequence hat manufacturers will have to pay the advances for the leathers required.

Miscellaneous

Other essential supplies, chemicals, shellacs, glues, gelatines, etc., have all been substantially advanced in price—in fact, no single item is an exception.

Straw Hat Materials

Similar conditions present themselves in the manufacture of straw and body hats.

Straw braid has been sharply advanced. The greatest factor in the cause for this is the big increase in the cost of ocean freights. In proportion to the cost, straw braid is perhaps the bulkiest commodity of commerce and on the present basis of rates the cost of shipping is perhaps greater than the price of the braid itself.

Oxalic acid and other chemicals for bleaching straw braid and body hats, are several hundred per cent. advanced and are daily becoming scarcer.

As in felt hats, the increased cost of leathers and trimmings is an added burden in the production of straw hats.

SOME WINDOW-DRESSING RULES

Contrasts or graded shades of one color are correct.

Dark colors should be used below light, never above them.

Never use more than three colors in one scheme.

Use light colors in dark places.

Use soft shades where permanent coloring is pronounced.

Never put two floral designs very near together.

Blue contrasted with yellow appears more brilliant.

Blue contrasted with violet appears more green.

Blue contrasted with green appears more violet.

Blue with red is better than blue with green.

Blue with scarlet is a good combination.

The Men's Wear Review Chart of Correct Dress for all Occasions

January

DAY WEAR

1916

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETRAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To matcb coat, or of fancy fabric ent medium or else double-breasted, witb long roll.	Like jacket or in case of cut-away coat, striped grey	Black derby or green or grey soft	White or colored negligee; plain or pleated stiff cuffs.	White wiug or double fold; square cut	Four-in-hand or bat-wing	Yellow chamois or tau cape	Cotton, lisle or silk, black or subdued colors	Black or ricb, dark brown, plain black with with white or light spats	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links, gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To matcb coat or fancy fabric.	Same as suit or flannel; knicker-bockers witi strap or buckle, knicker-bocker breecbes	Tweed hat or cap.	Negligee: soft cuffs. Cambric or fine flannel	Soft, cntaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow cbamois or special sporting cape	Wool stockings plain or faucy tops or puttees	Brown low brogues or russet bigh	Raglau loose-fitting or cape or Burberry	Plain gold bar piu gold links.
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To matcb coat or white or faucy check.	To match coat or grey striped worsted	High silk with broad felt band	Stiff or pleated wbite.	Wing or poke	Ascot or four-in-hand to matcb gloves	Pearl grey suede	Black or dark colored silk, plain	Patent leather bnttoned kid tops	Black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	White s. or d.b. of pique or linen or black or grey fancy silk	Same material as coat. with or without braid	High silk, with broad felt or corded silk band	Stiff, with single cuffs. white, plain or smaii pique, one stnd showing	Poke or wing	With straight ends, plain white or small piqne pattern	Plain white glace kid or cape	Black, grey or deep blue silk or other subdued color	Patent leather ties, patent leather pumps	Frock, Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar cbain
INFORMAL DINNER OR DANCE. STAG DINNER AT HOME, ETC.	Evening jacket, black.	Black silk or linen. single or double-breasted.	Same as above	Silk Alpine plush or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gnn metal pumps	Same as above	Same as above	Same as above

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ATTRACTING ATTENTION TO THE MILITARY WINDOW

(Continued from page 26)

The idea to be worked extensively might be followed out something like this. There are several firms in your town who would reciprocate with you in this way. Why not run each Honor Roll for about a week, changing once every week. You would therefore have a fresh list of names all the time and a fresh list of sympathies. Also the more Honor Rolls you can show from the business houses in the town, the more you are boosting for your own home town.

As to display, ordinary rules of display will suffice. The central thing in the window is the Honor Roll, which might be draped with the Union Jack or the Canadian Ensign and centred in a sea of khaki cloth at the bottom of the winodw. There are half a hundred ways, in fact, in which this Honor Roll might be displayed to good advantage.

We suggest this device for attracting business for your military department as a mighty good idea for the man in the smaller town as well as the man in the bigger town.

And here is a last word with you. Photograph your window and send it in to us here, we should like to see it.

WITH OUR ADVERTISERS

DURING the past two months there has been considerable talk about light-weight collars. It may be interesting to remind the trade that this is not a new idea, nor is it new to Canada, and as a matter of fact light-weight collars are also being extensively sold in Canada by the Williams, Greene & Rome Company, who put on four collars, the Pilot, Admiral, Baron and King, in the Spring of 1913, when they were practically unheard of in the United States. These numbers are still selling freely, and, together with new styles to be put on at the first of the year, constitute a very strong range of light-weight collars under the W. G. & R. trade-mark.

NO! THE SPAT IS NOT YET DEAD

(Continued from page 31)

Everybody is swearing that dancing will be a back number this year compared with skating. I think it was about twelve months ago, in one of these letters that I expressed my surprise—being myself a European by birth,—that New York did not go in for more ice skating after the fashion of St. Moritz, Berlin, Petrograd and even London. It looks, from what we hear nowadays, that the moneyed few are taking up skating in real, good earnest, and, in this connection, several novelties are being introduced in the way of dress. One of these for men is a skating cap which has a back drop piece.

This is a sort of guard which protects ears and neck against cold. The cap is ordinary tweed of the Harris variety. By the by, the best outfit for skating, I think, is a warm flannel shirt with a flannel collar attached, which might be fastened with a gold bar pin. A dark tie should then be worn, preferably a black. The simpler the costume the better, and flannel shirts and collars to match are a fashion much beloved of Englishmen, which is getting some hold here in America.

The once-over tie seems to be coming back again and this time it is narrower than it used to be last year and the year before. It should be worn with formal or afternoon dress.

INCREASED COST OF RAW MATERIAL

(Continued from page 22)

hold prices down, but even at that big advances are certain.

Now, the moral of all this long discussion of advancing prices in so many different lines, which affect the men's wear business, is simply this: where it is possible the retailer will be well advised to get in his buying early. In almost every line, as we have shown in the foregoing, advances are due and they are going to be fairly big advances at that. That retailer is wise who, having resources, buys before the advances take place and gets in on the ground floor. In all the lines which we have discussed there is certainly no chance of any reduction in levels and every chance of an increase. The retailer who bears this in mind and who acts accordingly will save money.

BOYS' DEPARTMENT

(Continued from page 50)

But if somehow in these ads. and window display circulars and window displays and in general methods of publicity you point out to the boys there is something they can get if the money for their suits and furnishings is spent at your store, you will certainly get the boys' interest and custom. Many manufacturers all the year round now, on different occasions, are putting out highly attractive gift inducements for boys. Such things as cameras, books, watches, constructive toys for building and developing, pocket books, pen knives—all these and many other things, which while they are inexpensive, will certainly interest the boys in your store, are good methods of getting business. The idea is not to give these gifts all the year round. The best way is to use them occasionally to compel trade.

Use your advertising, your circulars and the window cards in your windows to display the fact that you are going in for this sort of thing every now and then. Some retailers handle it by means of coupons with goods. Other, notably in the larger cities, give something with every purchase aggregating $10 or more. You can suit yourselves exactly how you handle it but these are schemes which it will be wise to hold in your mind for reference and use every now and then to develop to the fullest extent and to get the best possible results, so far as your cash box is concerned, in the boys' department in your store.

NECKWEAR DEPARTMENT

(Continued from page 53)

this to you in full detail, so that you are posted in regard to the American market, although I know you are not interested at all at the present time in buying any merchandise. It would probably be a good idea to make your traveling men, as well as your customers, acquainted with these facts, so that they will know that the price of neckwear should be advanced also, or the shapes cut smaller, to meet the price of raw silk."

COLLARS AND SHIRTS

(Continued from page 54)

um cutaway, which it appears, seems to suit the average collar wearer better than anything. Some time ago, the best selling line on the market was close-fitting, and about $2\frac{3}{8}$ inches deep. Since the introduction of the cutaway this has taken a very secondary place.

KANT KRACK

Trade-Mark Registered

MADE IN CANADA

Feature 1
Quickly cleaned with only soap, water and sponge.

Feature 2
The heavy flexible lip.

Feature 3
The cemented and riveted lip

Feature 4
The long slit over back buttonhole

REMEMBER THE 3 K.K.K.

CANADA'S POPULAR COLLAR WITH THE EXCLUSIVE FEATURES

—the waterproof coated linen collar that fits right into the daily necessity for a dressy collar that can be worn "in the weather" and always looks good, easily and quickly cleaned without laundering, just with the application of soap, water and sponge.

KANT KRACK coated linen collars appeal to a vast army of men of all classes because of their adaptability to all kinds of outdoor as well as indoor uses.

The price of **KANT KRACK** collars is the same now as before the war, notwithstanding the fact that all raw materials have advanced in price.

KANT KRACK collars are made in one grade only and that the best. Sold direct to the trade.

Remember the 3 K.K.K. in ordering your stock.

Feature 5
Absolutely waterproof but odorless

Feature 6
Made of fine waterproof coated linen.

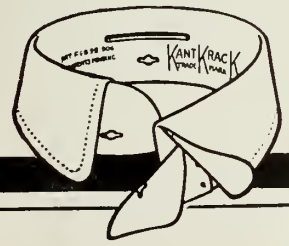
Feature 7
Have the appearance of regular linen collar

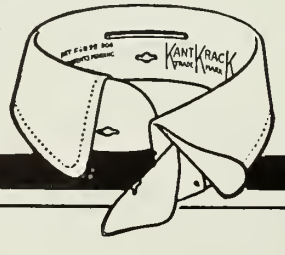
Feature 8
"One grade only and that the best"

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANT KRACK *Waterproof Collar*

HAMILTON, CAN.





ODD TWISTS AND FANCIES IN MEN'S FASHIONS

THE BUCKSKIN JACKET OR WAISTCOAT now so popular in New York, is designed to pair off with the familiar jacket of angora, shetland or llama wool—it is appreciably softer and lighter. Such a garment is capital for skating, shooting, golf and, indeed, every cold-weather sport. It is made of gray or tan buckskin, belted or beltless, and is usually worn with knickers. Side and breast pockets fasten with a button to keep pipe, baccy and small articles from tumbling out. The collar may be flipped up around the neck in rough weather. The sleeves are finished with a wind-strap. Unlike most jackets or waistcoats of leather, this one is tailored with all the figure-flexing shapeliness of a smart lounge coat and even has raised or puffed sleeve-tops.

* * *

SOMETHING NEW and popular in New York at present is cloth hats. These hats are soft-stitched, non-shrinkable and very light in weight. Checks and homespuns predominate, and English tweeds are also very good sellers. The cloth hat has become very popular lately owing to the increasing vogue of soft collars and other articles for neglige wear. They are hand-tailored, and will retain their shape. Retailers can sell these cloth hats with an attractive margin of profit.

* * *

EVENING HALF-HOSE of sheer silk with new drop-stitch clockings are the thing in New York just now. The clockings frequently consist of several vertical stripes with large fancy design at the top. Some of the younger chaps wear patent leather pumps, always with flat bows. An extreme evening boot is on the order of the old Congress gaiter, wrinkling at the instep and entirely of patent leather.

* * *

OVERLAPPING WING COLLARS with butterfly ties are a new mode. Many styles of wing collars are worn in addition to the poke. Most of them have medium-sized tabs, rather than small tabs, and some rounded corners. The butterfiy tie in fine pique, often matching the shirt in weave, is omnipresent in Gotham. It is noticeable that only the elderly men wear the black tie and waistcoat with the swallowtail, the younger set invariably affecting white accessories.

* * *

A NEW FAD IN NEW YORK is a rounded cuff, white and starched, with pearl button instead of links. Evening gloves are either without embroidery or with white stitching, indicating that the black backs are taboo because of excessive popularity.

* * *

DINING COATS, if they are up to the minute, in New York, are not only satin-faced to the lapel edges, but also satin-faced to the buttonholes, as one sees in the old-fashioned frock coat. The waistline is placed high and, to tally with it, the lapels are a bit shortened. Shoulders are less narrow than hitherto and the hip-line is less hollowed out. Skirts are scant at the top and taper to fullness at the bottom, clinging closely. No fullness is put into the chest—on the contrary it is tailored flat. The effect of chest-fullness is gained by the soft-rolling lapels which stand out high. Sleeve-tops are still puffed or raised whenever a clean-shorn look is aimed at.

ONE ON US!

The December issue of "Tooke Talk," evidently feeling that Christmassy spirit of goodwill to men, extends it to Men's Wear Review, and picks a bone with the Montreal Editor of the same in connection with a note on a certain lightweight collar. We print an excerpt from "Tooke Talk" below. The Montreal Editor doesn't know yet what course he will pursue, but is thinking of sending a note to his critic, holding him to a "strict accountability." Meanwhile, here is the excerpt in question:

"Our attention has been called"—as they say in the newspapers—which means that we found it ourselves without any help—to an editorial on the Lightweight Collar in our esteemed contemporary, The Men's Wear Review, of Toronto.

The gentleman who wrote the article in question is probably one of those youthful geniuses who scorns to descend to facts. On his flight of fancy in the present instance, he has discovered some weird things about this new product.

For instance: "two-ply material will not take starch." Frankly, this statement took all the starch out of us. Because, though there it was writ in letters bold and black—these new collars do take all the starch they are given.

"And furthermore," says he, "the buttons on the tape-link are too large to be inserted in the button-holes." The little detail that the button slips in quite easily is of no matter.

Editorials must be written—and in Lesson 2 of the Correspondence School Course it says quite plainly: "An editorial must have punch." Methinks this one had too much punch—and some of it must needs have gone to our young friend's head.

DAILY SALES RECORD.

Date.....

	Article.	Selling.	Cost.
Ce	1 Hat	$2 00	$1 25
	1 Tie	50	35
Rxx	1 Tie	1 00	50
	1 Shirt	1 25	85
	- - - - -		
	- - - - -		
	- - - - -		
	- - - - -		
		34 50	23 80

Note: Left-hand column is for record of cost price (in cipher) of article which varied from usual scale of $1.10 for collars, $9 for shirts, etc. This is marked down right after the sale but only in cases where the cost does not vary from the usual schedule. The "cost" column on the right-hand side may be filled in any time during the day. This daily record enables Mr. Birrell, a Toronto men's wear dealer, to know exactly what his business is doing day by day, and when totalled, week by week and month by month, as all he has to do is too add his known overhead expenses for the day, week and month, to figure out his net profit. This system also keeps him informed of his net mark-up percentage on all goods.

It Stays In Shape

Satin-faced Neckband

FRONT VIEW OF "STAY-IN-SHAPE" TIE

Now Get 65c for Your Neckwear

The cost of raw material and the increased expense of making our famous "Stay-in-shape Ties" compel us to raise our prices this year to $4.50 per dozen.

Dealers everywhere are now getting 65c for this "Stay-in-Shape" Tie because it is worth it. Tailored up to a standard and not down to a price.

We started with the highest possible quality and workmanship and are going to keep it up.

Show the strong features of this "Stay-in-Shape" patent, and you'll get the business—the kind that repeats. Why not sell this line for 65 cents and get this extra profit?

New Spring patterns are now ready. Let us send you three dozen assorted at our expense.

Sterling Neckwear Co., Limited

"Where the Best Ties Come From"

TORONTO

SOME Window Trim! Well Send It In

Perhaps You'll Win Our Monthly Prize

¶ Examine the December Prize Window shown elsewhere in this issue. Isn't that trim full of suggestions for all interested in window display—and what live merchant or merchant's assistant is not?

¶ That is just what we want; to pass on suggestions for business pulling trims from one part of Canada to the other. That's why we have decided to give a monthly prize for the best trim submitted during the month.

¶ So, to the subscriber who sends in the best window of the month we will send:

¶ A Cheque for $5.00 plus $1.50 to pay cost of photographing.

¶ We will also pay $1.50 for all other photographs accepted by us

Never Mind Your Window's Size

¶ Everything is taken into consideration in making our decision. A window trimmed in a village of 800 has as good a chance as one trimmed in Toronto.

Here is the Basis of Judgment

¶ Did the window display goods in such a way that it would draw the people of the community which the store serves into the store to buy?

¶ Trim your window with any lines you like—make it a trim for one class of goods, or for a general range. Then have it photographed and send us the photograph by January 14th. Send also a brief description of the trim and whatever you have had time to observe regarding the results.

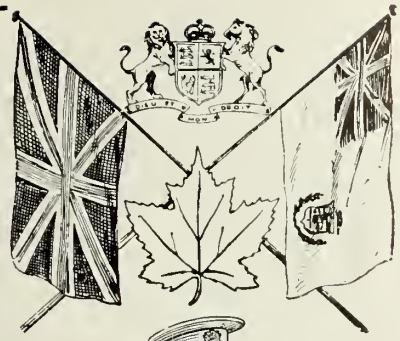
¶ Merchants, send your own window.

¶ If one of your clerks trim for you, urge him to send a photograph.

¶ Stand by your clerk. Encourage him in his work. He'll stand by you.

Remember the last day for receiving these pictures—January fourteenth

MEN'S WEAR REVIEW
143-153 University Avenue ∴ Toronto, Ont.



MILITARY trade is putting the cream in the milk for hundreds of men's stores now. And with recruiting campaigns being carried on so vigorously there is an immediate opportunity to get additional profits by handling

Miller Officer Uniforms *and* Accessories

Tailored to Measure at Real Wholesale Prices.

We offer you a complete service; can supply every part of an officer's uniform.

Our Military Department is the result of ten years' experience. This business is not new to us; our's is the oldest and most reliable officers' special order manufacturing company in Canada.

If you have soldiers stationed in your town, we can show you how to increase your profits with very little investment on your part. Our system of ordering makes mistakes impossible.

MILLER-MADE PUTTEES. Perfect-fitting, can't fray out. A quick-selling line, $10.50, $12.00 and $15.00 per dozen pairs.

RITE-FIT SPIRAL PUTTEES, $19.50 per doz. pairs.

Send us a sample order for one uniform and feature a Military window display—it will bring you all the soldier business.

The Miller Manufacturing Co. Limited

44 to 46 YORK STEET TORONTO, CANADA

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

"Craftana"

Registered No. 262,0[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post
of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

ANNUAL SUBSCRIPTION $3.00 A YEAR
WRITE FOR SAMPLE COPY

JOHN BAYNE MacLEAN, President

R. G. DINGMAN M. A., Managing Editor

JOHN APPLETON, Editor

THE FINANCIAL POST
OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.

Make your window and interior displays sell your goods by

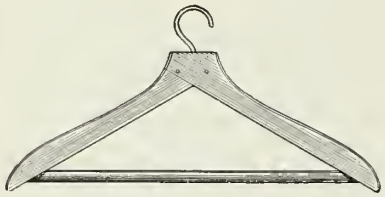
SHOWING THEM ON TAYLOR DISPLAY UNITS

Attractive trims certainly draw trade and result in sales. Our various display units enable you to work out fine trims. Why not get enough of these to make possible the best work? The cost is small.

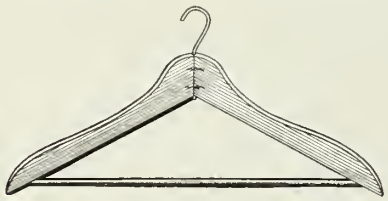
The Peerless Closet Set

Show these to your clothing customers

Increases the room in a closet many times. Six suits can be hung where one now hangs. Six hangers and one closet bar in the set. $1.50 the set.



No. 33 I.B.—Combination Suit Hanger, per 100 - - - $7.50



No. 321—Combination Suit Hanger, smooth wax finish, inserted bar - $5.00 per 100

Do You Need a New Store Front?

We would be glad to look over your establishment and submit plans and prices.

The Taylor Manufacturing Company

HAMILTON, CANADA

500 lines of leather mitts and gloves to select from

"The House of Coristine"

and every one a winner for your glove department—men's and children's mocha, kid, horsehide, fur-lined, and finer leathers in all styles, also men's and children's woolen mitts, men's sheep-lined coats and the popular Mackinaw coats in the best selling shades, men's sweaters and lumbermen's socks.

This is a partial list of the lines of interest to men's wear stores that will be shown by our travellers in January.

Your early inspection is solicited. A card to-day will ensure an early call.

James Coristine & Co., Limited
MONTREAL

Spring's Coming!

You will need

HOWARD SPORT SHIRTS

Made with short or long sleeves —the latter having double cuffs.

Working Shirts

Full range in Black and White Drill, Khaki Drill, Galatea, White Duck and Raw Silk.

Khaki Shirts for Officers

We can supply these for your officers' trade. Also we make Duck and Khaki Drill Outing Pants. Write for samples and prices.

The Howard Shirt Co.
443 King Street West TORONTO

THERE is all-round satisfaction with Zimmerknit Underwear. The customer is more than pleased with the comfort and service he gets. The merchant finds it a profitable line to handle because it brings the customer back again and again. Made in Canada by a purely Canadian organization.

Zimmerman Manufacturing Company
HAMILTON, ONTARIO Limited

Agents : E. H. Walsh & Co., Toronto; W. R. Begg, Toronto; A. R. McFarlane, Vancouver

ZIMMERKNIT

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The Publisher's Page

By F.M.A.

¶ Christmas past, and once again have we imitated the Wise Men, who, those many, many years ago, came out of the East bearing gifts.

¶ The fact brings to mind the imitati e faculty so many possess — thi: faculty which brings us all such help.

¶ At times an effort is made to cry down imitators, but without much wisdom. Edison surely is known as a creator, yet also is he an imitator, taking facts already discovered; adapting them to his own purpose; then rushing on to the discovery of new facts.

¶ So with Marconi.

¶ And much more so with the rest of us. What we particularly want is to discover things worth Imitating.

¶ Things Worth Imitating!

¶ That's What Men's Wear Review Uncovers.

¶ Just see what suggestions this January Number presents — suggestions which you, doubtless, will need to alter somewhat to make them fit your own locality—but business-bringing suggestions none the less.

¶ Take the idea embodied in one advertisement for instance—that you dealers should get 65 cents for your neckwear.

¶ Does it astonish you? Well, United States men's wear dealers are getting this sum. Perhaps, considering the advancing price of silks you should get it too. Is not an odd price, such as 55 cents or 65 cents possible? Is it necessary to quote 50 cents, 75 cents, one dollar, and nothing between? This advertisement starts you thinking and figuring. It will be of real value.

¶ Then there are advertisements presenting new lines. Advertisements making special offers. Advertisements telling of goods scarcity; explaining how many merchants are ordering far in advance and counselling similar action on the part of you all.

¶ Worth considering surely, these ideas. Worth imitating, at least in part, many of them.

THE EDITORIAL CONTENTS ALSO OFFERS IDEAS WORTH IMITATING

¶ Note how one dealer gave his military goods window the punch by showing in it "Honor Rolls" of the business houses of his town.

¶ See how a merchant has installed a pressing outfit.

¶ Notice the trims for interior and window displays.

¶ Fine ideas to imitate and adapt here.

¶ It's a great thing indeed to be an intelligent imitator.

¶ It's a great thing to know what to imitate and adapt.

¶ It's a great thing to know how to use the editorial and advertising pages of Men's Wear Review.

28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

To the Clothing Trade:

In wishing you A Happy and Prosperous New Year, we take this opportunity of thanking the trade for the large volume of business they have favored us with during the past year for

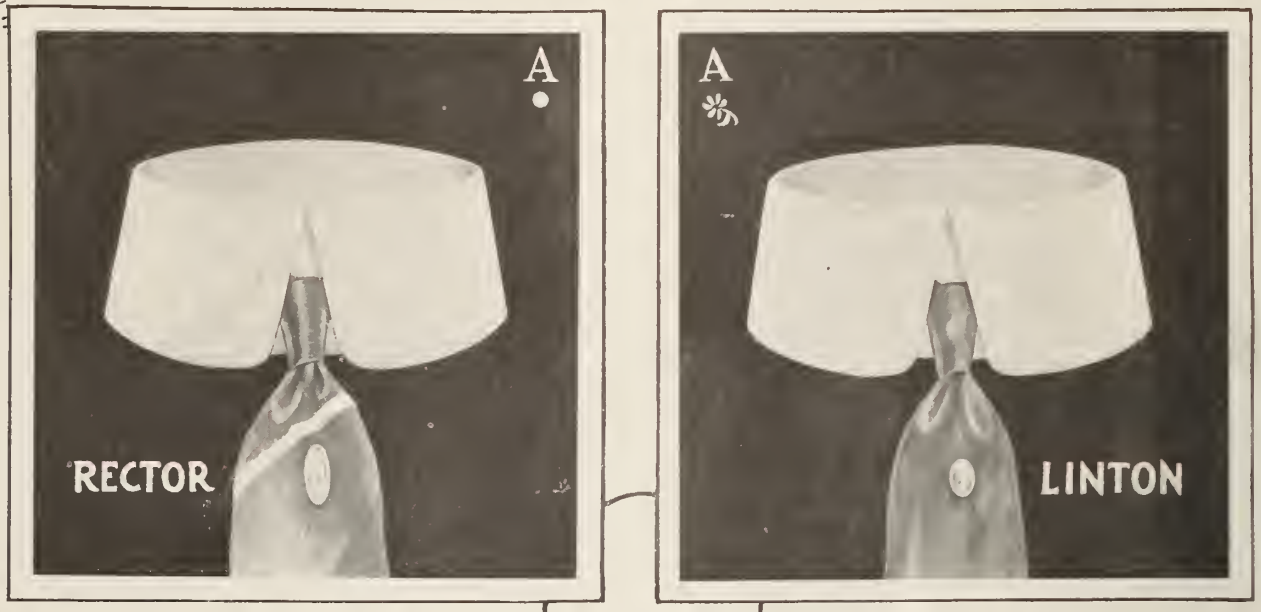
DOMINION RAINCOATS

This has been a great triumph for Canadian proofing and we shall endeavour to continue to merit the confidence that the trade has placed in our

ENTIRELY MADE-IN-CANADA GARMENTS.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada.



A Pair of Winners

"fancy ones"

To retail at 3 for 50c.

TWO of a group of new collars recently introduced. They are "first" in quality, fit, finish and style. ¶ The madras is of exceptional attractiveness. ¶ May we send you a trial order?

Tooke

BROS., LIMITED

MONTREAL

MEN'S WEAR REVIEW

Knit Goods: Higher Prices or Quality Changes?

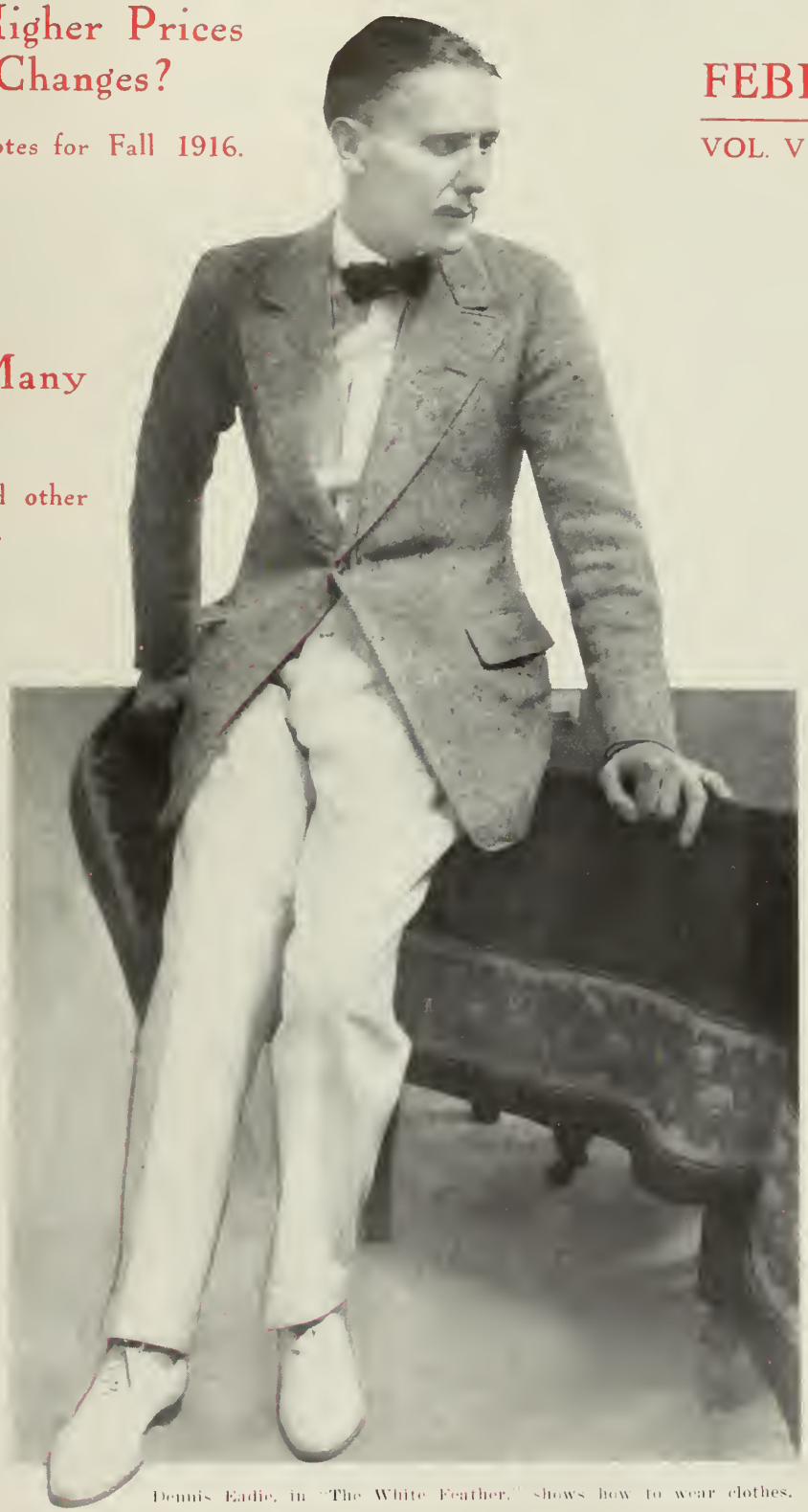
Conditions and Style Notes for Fall 1916.

Advances in Many Markets.

Neckwear, Overalls and other lines to be higher.

FEBRUARY, 1916

VOL. VI No. 2



Dennis Eadie, in "The White Feather," shows how to wear clothes.

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE - - 143-153 UNIVERSITY AVENUE. TORONTO

"MADE IN CANADA"

ANNOUNCEMENT

ARROW COLLARS

are now *carried in stock* ready for immediate delivery in the following offices:

MONTREAL
Craig and St. Alexander Streets

TORONTO
78 Bay Street

WINNIPEG
Smith Street and Portage Avenue

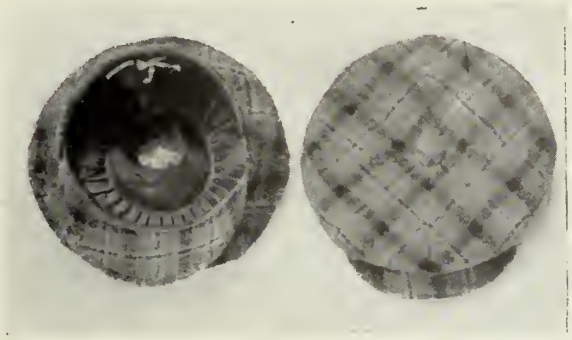
VANCOUVER
578 Seymour Street

Orders for collars sent to these offices will be shipped on day of receipt. All orders for shirts and all remittances should be made to the Montreal office. Shirts will be shipped from St. Johns, P.Q., factory as usual.

CLUETT, PEABODY & CO., Inc.
MAKERS
ARROW COLLARS AND SHIRTS

Cap Prices Sure to Advance

Order Your Winter Models Now



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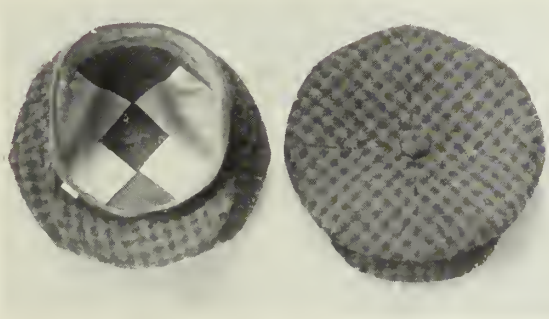

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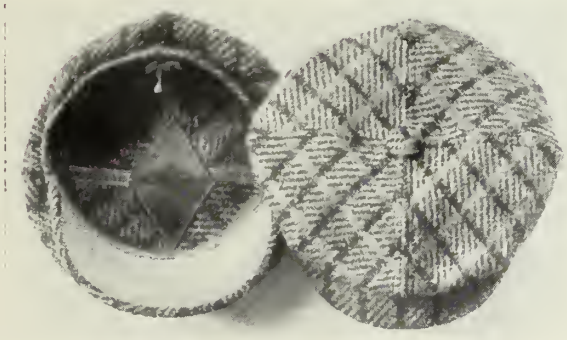


No.3

Scarcity of dyes, and now scarcity of labor, are forcing the price of cap cloths higher and higher. We have the stock at present, but no one can be certain of future supplies these days. However, we can certainly protect you if advised of your needs early.

Go into the matter thoroughly with our travellers now on the road.

No. 1.—OUR FOUR-QUARTER Top Fancy Chinchillas for Fall and light Winter wear are proving extremely popular.

No. 2—FOR WINTER WEAR exclusively. Note our all-wool fancy plaids. The inside sanitary band makes this a perfect cold-weather cap.

No. 3—SORT UP YOUR SPRING LINES NOW. Our model with the unbreakable straw peak is in great favor.

Cooper Cap Company

Cooper Building

260 SPADINA AVENUE - - TORONTO, CANADA

Stifel's Indigo Cloth
DATES BACK TO THE FIRST RAILROADS
ASK FOR OVERALLS, JUMPERS, UNIFORMS OF
Stifel's Indigo
STANDARD FOR OVER 75 YEARS

STIFEL'S INDIGO has a trade record that's valuable to you. Look for the name and trade mark STIFEL'S REGISTERED on the back of the cloth. It's a guarantee to your customers of the cloth that never has been imitated successfully.

Standard for Over 75 Years

Cloth manufactured by

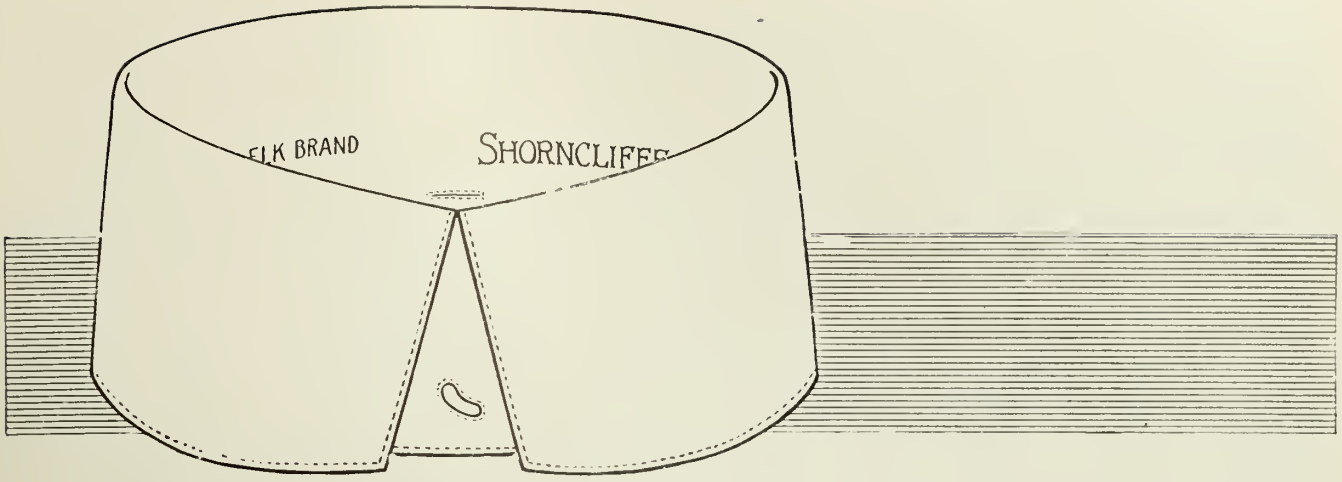
J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK ..... 260-262 Church St.	BALTIMORE ..... 114 W. Fayette St
PHILADELPHIA ..... 324 Market Street	ST. LOUIS ..... 425 Victoria Bldg.
BOSTON ..... 31 Bedford Street	ST. PAUL ..... 238 Endicott Bldg
CHICAGO ..... 223 West Jackson Blvd.	TORONTO ..... 14 Manchester Bldg
SAN FRANCISCO .. Postal Telegraph Bldg.	WINNIPEG ..... 400 Hammond Bldg
ST. JOSEPH, MO. ..... Saxton Bank Bldg	MONTREAL .... Room 500, 489 St. Paul St.



And here is the SHORNCLIFFE

A 2¼ inch

TRADE W.G.R. MARK

Collar

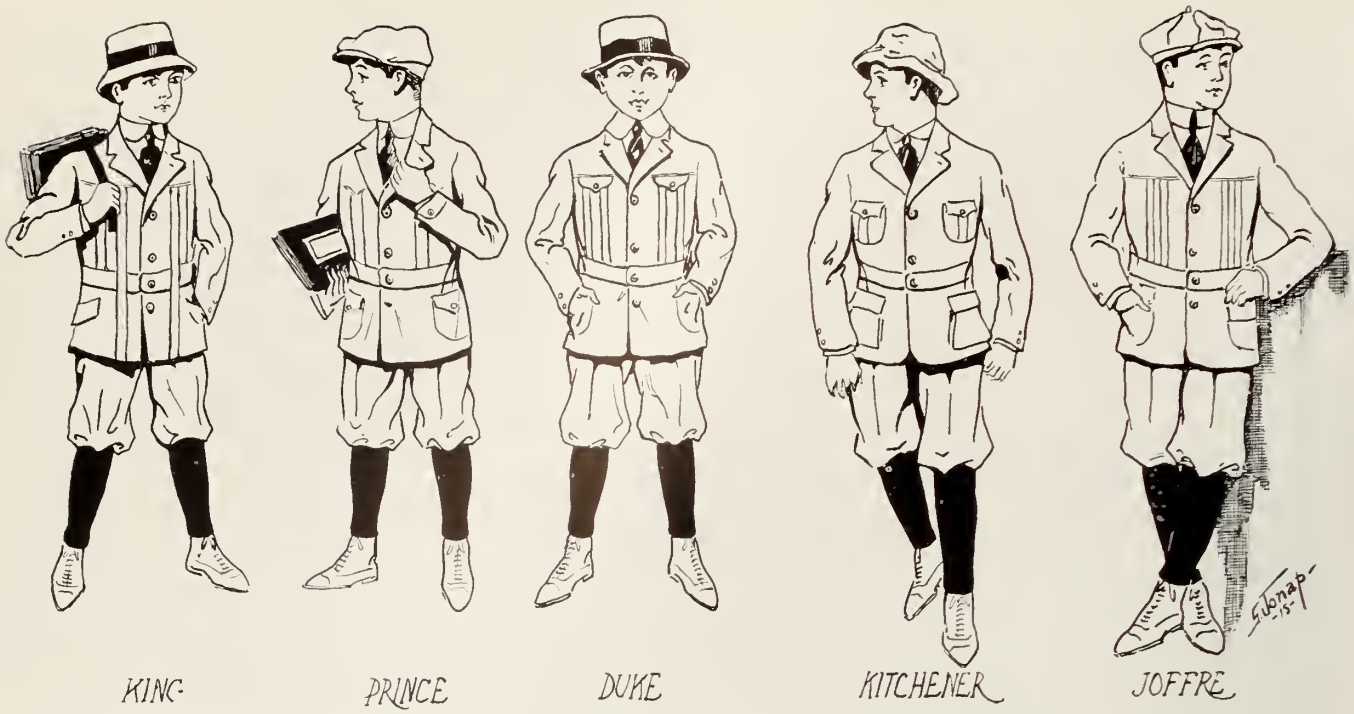
in the same style as the

VALOR

$1.10 per Dozen
Delivery February 1st

THE WILLIAMS, GREENE & ROME COMPANY, LIMITED
Makers of Fine Shirts - Berlin, Ontario

Winnipeg, Man , Cor. Donald and Cumberland Ave. Vancouver, B.C., 324 Seymour Stree

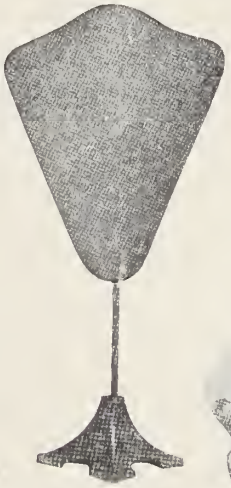


THESE are a few of our popular Spring Models. We stock them in popular shades. See us for style and popular goods. Get one dozen of our Boys' Soldier Uniforms.

Helleur, Gariepy & Broderick, Limited,

16 CRAIG STREET WEST
MONTREAL

MANUFACTURERS OF MEN'S, BOYS' AND JUVENILE CLOTHES



Dale's Half Bust Form Shirt Displayer Untrimmed.

Something New and Decidedly Effective

It has made a tremendous hit with trimmers all over Canada. It is the very latest thing, answers the purpose of a regular bust form and trims can be made with this that simply cannot be made with full forms. This fixture can be used in windows, show cases, on ledges, etc. It takes up but little space and gives a full bust form effect.

Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom, Soft Bosom and Rattanae Shirts.

Dale's Half-Bust Form Shirt Displayer

is made of papier-mache and covered with white Jersey Cloth. Tilts to any angle and is mounted on a handsome square base with adjustable tube standard, allowing many different heights and angles which must fit well and look well with both low and high trims.

The ideal form for displaying two-piece and union underwear.

Assorted Heights:—12 in., extending to 22 in.; 18 in. extending to 34; 24 in. extending to 46 in.

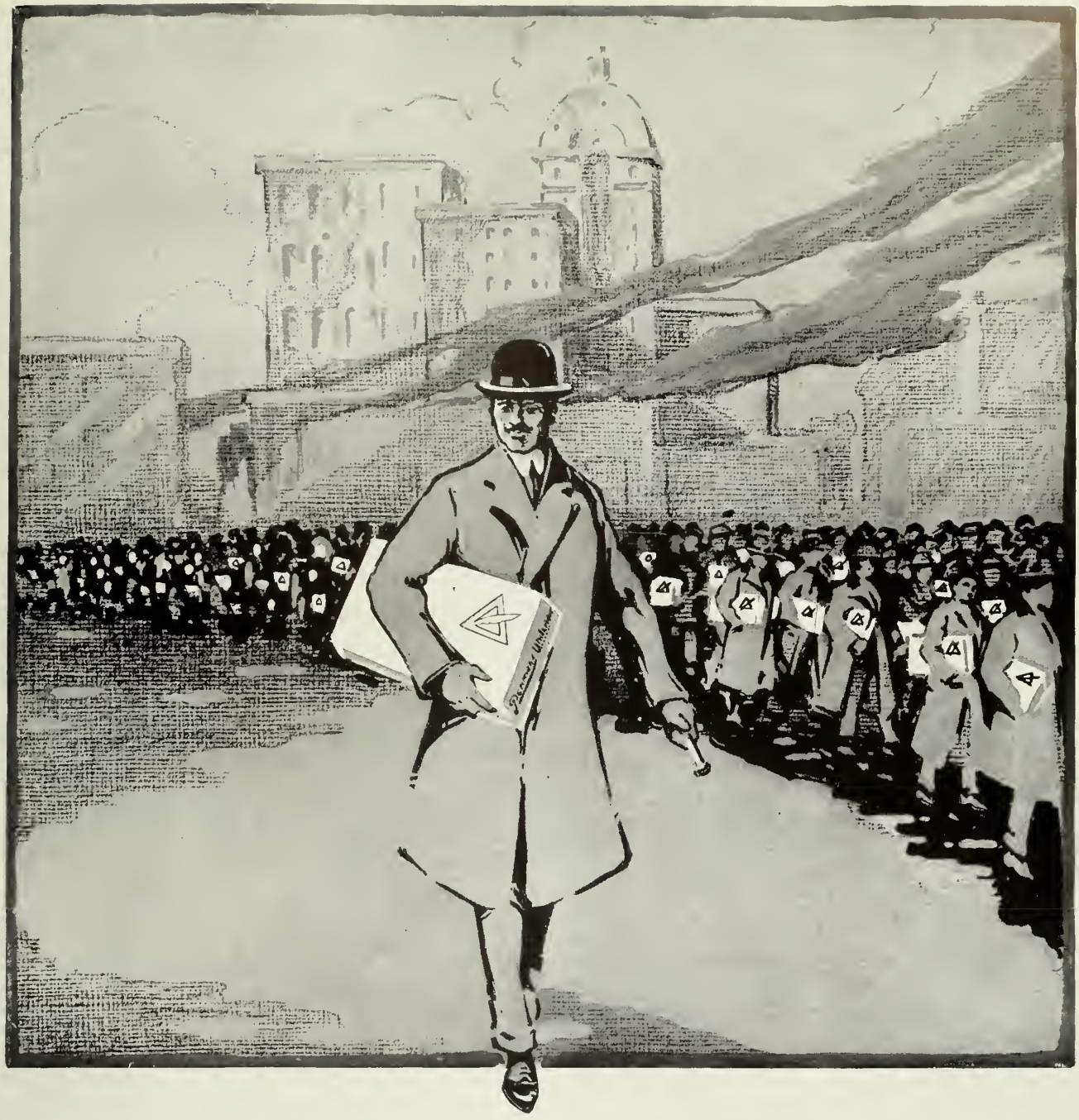
Prices:—Per doz. net, $24.00. Forms only with swivel attachment, per doz., $12.00.

MANUFACTURED BY

Dale Wax Figure Co., Limited

Canada's Most Progressive Display Fixture House

106 FRONT STREET EAST, TORONTO, ONT.



More than a million men will go home this year with a suit of Penmans

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M 304

H 32

H 85

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ALSO "KING" SHOW CARDS—*NO CHARGE*

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Sign Name of Firm and Buyer on this Line

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and why he prefers

Challenge Brand

The Postman's Preference

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The Arlington Co. of Canada, Limited

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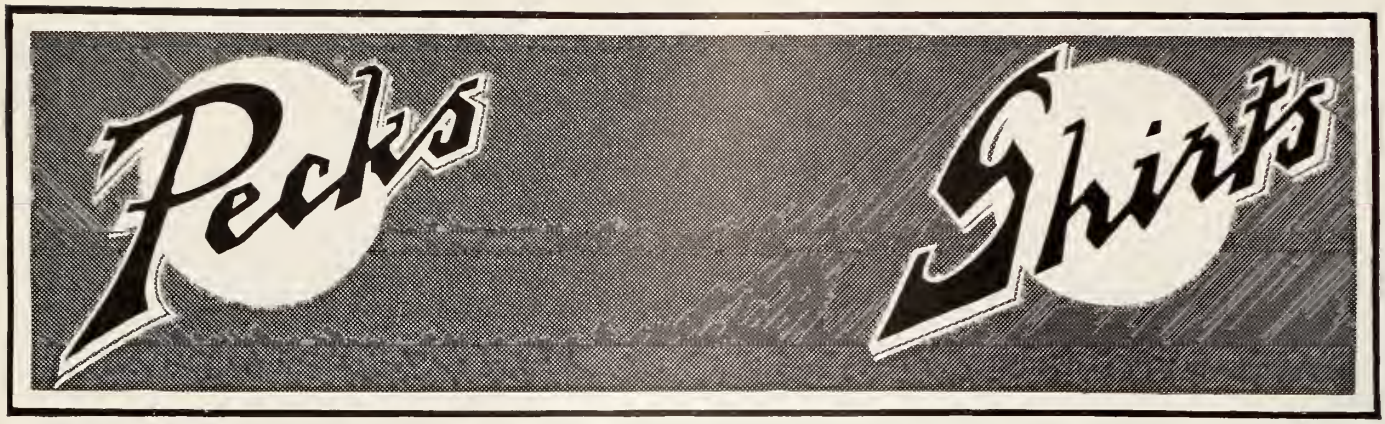

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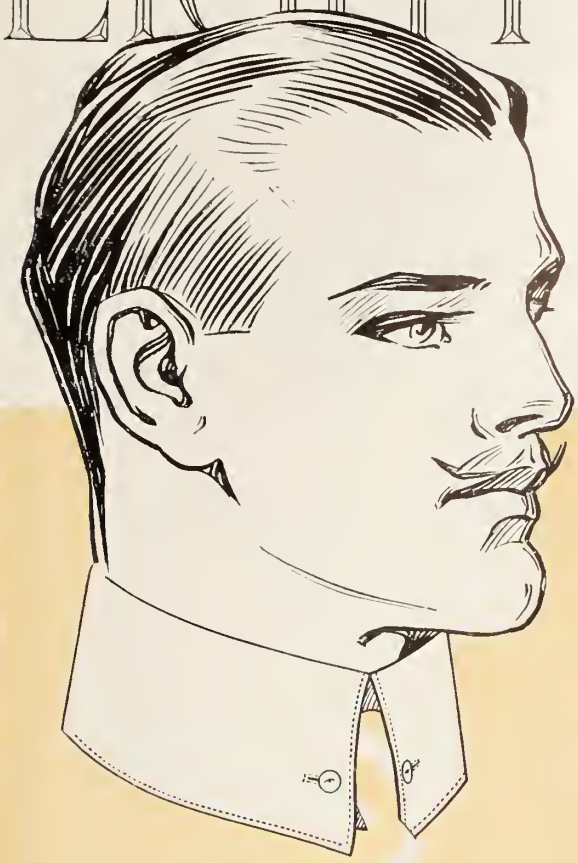

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MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6 TORONTO, FEBRUARY, 1916 No. 2

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Special Knit Goods Department

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Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, FEBRUARY, 1916 NO. 2

ADVANCES IN OVERALLS AND NECKWEAR

Working Shirts and House-Coats Costing More — Some Tie Manufacturers Have Put Prices Up—Others Are Manipulating Qualities—Full Details of Men's Wear Markets

Special Market Review Article

LETTERS from all over Canada followed hard upon the article in the January issue of 'Men's Wear Review' under the caption of "Increased Cost of Raw Material," noting the higher prices due and in some cases already here in lines of men's wear. Retailers the country through are anxious to know what course to take, and when to take it. They also ask for further information as to the market trend of values affecting men's wear material.

In one word this market trend is "upward." Almost all articles of apparel are at present climbing; bearing aloft the banner "Excelsior." The stiffness which was described last month in hosiery, neckwear, shirts, cloth, hats and caps is unbroken and indeed increased. Other lines are getting more and more into the zone of fire and we find such things as overalls, suspenders, and many other lines affected by the seemingly irresistible market advance. In this article one may study tendencies and see what effect the rising market is going to have on the retailers' action in selling.

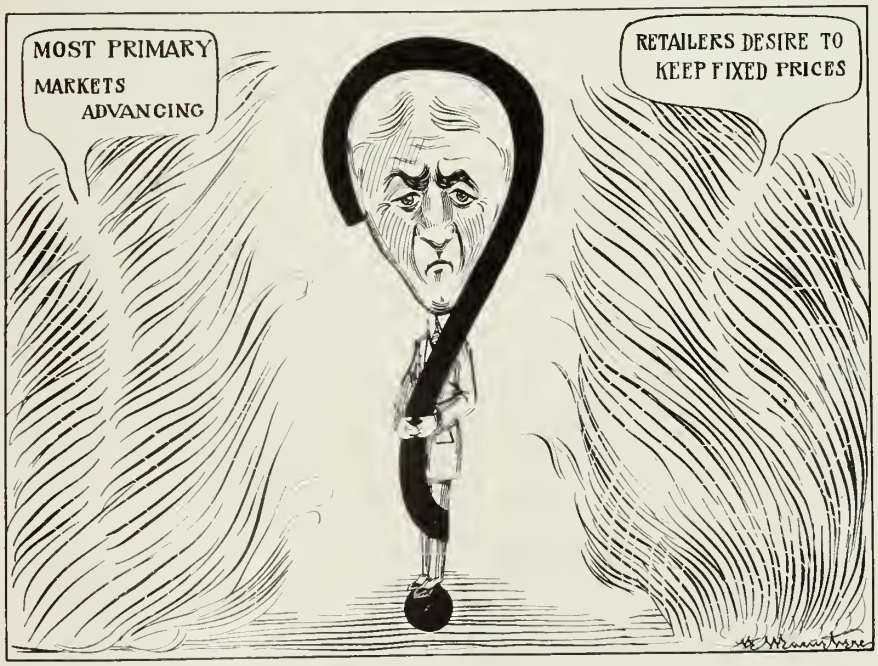
Commencing with neckwear, we find the tightness emphasized rather than easing up at all. Briefly, it seems utterly impossible for neckwear manufacturers to put as much material into their neck ties as formerly and sell for the same price. That is, unless they are in business for their health, and presumably they are not. Take for instance the silk from which was originally made the $2.25 tie. The old prices at which this material was bought were, say, about 50c to 55c a yard. It is a fact that prices now being paid are ranging anywhere from 75c to 87c per yard for exactly the same material.

Put it in figures:—

s.d.	s.d.		c.	c.
2/1	2/10	or	50	68
2/3	3/2	or	54	76
2/5	3/7½	or	58	87

The more expensive silk which was originally used in the $4.25 ties, sold even as late as last August for 82c. Its present price is anywhere from $1.05 to $1.15 and nobody knows when it is going to stop going up. In 25c ties, things are just as grave. In twelve months cost of silk increased from 34½ to 41½c a yard. These are actual figures from manufacturers.

There are two or three reasons for the high price of silk. The first is that there is very little male help in Switzerland and producing centres. Neckwear people who turn out the silks over there are depending largely on female help. So far as the North of England is concerned the state of affairs is little better. One Manchester house which originally had three thousand



The Manufacturer (between two fires)—"Shall I put less or cheaper material in my product, or shall I take the plunge and advance prices?"

men working for it even for some months after the outbreak of war has now only four hundred men. This is typical. It isn't one case; it is one of many. The second condition confronting the importers of silk for cravats is the scarcity of dyes. Many manufacturers who specialize in the creation of neckwear silks say that they have on hand only limited supplies of dyes. These are said, however, to be sufficient for the present, allowing for very careful usage and the wide adoption of such colors as do not necessitate inroads upon dye supplies.

The situation affecting neckwear manufacturers and their buying, is just as bad when the American market is considered. Some manufacturers who have been in the habit of buying in the American market rather than in the Swiss, find that thing are tied up comparatively as much there. The high price of silk is probably the most talked of feature in the United States men's wear circle to-day; they are experiencing exactly the same thing as neckwear manufacturers here.

A point of considerable importance to the men's wear dealers, and to the neckwear manufacturers, in connection with American neckwear is now being considered. When some months ago an advance in tariff was made, those silks which are used for the manufacture of ties were exempt from the additional 7½ per cent. That means that silks come in from Switzerland at 20 per cent. duty. The American ties made from silk which comes into Canada, have to pay 42½ per cent. duty. A further duty of 7½ per cent. on tie silks is talked of. Now, if to an increasing cost of silk must be added this 7½ per cent. duty, it is going to mean, of course, a further advance in the price of ties, which will work to the disadvantage of everybody in this way. The neckwear situation in the first place is suffering badly because of the large number of young men who are under arms. Neckwear is, after all, a luxury. Most men use more of this line than they actually need, but as the price rises so they make their ties last longer. Men in the manufacturing end say that an additional 7½ per cent. on the raw silks, coming on top of the high cost of the silks themselves, would result in a price having to be asked for ties by the retailer, which would mean a reduction of over 50 per cent. in the number of ties sold. This is a sweeping statement, but it is at least tending in the right direction. Now if the number of ties bought decreased so largely, there would certainly be less manufacturing of ties, and less silk imported for this manufacture, hence less revenue to the government even at an advanced duty.

One other item—so serious is the situation so far as continental silks are concerned that manufacturers are ordering far ahead. Even at that, an instance may be cited that shows the difficulty there is going to be in getting supplies forward. A neckwear manufacturer ordered 7,000 yards of a certain silk from England: his order was accepted for only 3,200.

The condition of art silk is also a factor. Heretofore, some manufacturers have used for their neckwear a cotton warp, covered with art silk. This resource, they claim, is now impossible because they cannot get the cotton owing to the high cotton market. Moreover raw silk or fibre silk is used to some extent to make explosives. This material is largely used in the manufacture of tubular ties and the scarcity because it is being used for explosives, will certainly hit manufacturers who are wanting tubular neckwear.

The retailer is in a quandary and so is the manufacturer. The manufacturer on one hand finds that the primary market is advancing and that conditions upon which he depends for his manufacturer are tightening and becoming more awkward at every touch and turn. On the other hand some retailers hold the view that they cannot successfully advance their prices to the public. Some men's wear men claim that the public is now used to paying 25c., 50c., 75c. and $1 for a tie and that they will not be inclined to pay in between prices. The neckwear manufacturer, therefore, it between two fires and hesitates between two courses. Some manufacturers have definitely taken the plunge and advanced prices. Here is a case. One man who is still using old silk is selling a line at $4.25 which is virtually the same line as he sold at that price last year. New silks that he has gotten in this year he has definitely raised to $4.50 and he is now putting out a line of neckwear at $4.75 which is a specially large shape and the silk of which has been bought this year. So that he has definitely advanced prices. The only thing he has not advanced on is the neckwear which is made from the silks he has had by him for about a year. "As soon as this is exhausted," said he to The Review, "I shall definitely sell no neckwear under $4.50. And, as I see it, we shall reach $4.75 and $5.00 neckwear and that very shortly."

Less Silk for Same Money or Same Silk for More Money

Another manufacturer is following another line. He says that he will make up some extra nice things in what was formerly 50c neckwear, upon which he will advance the price to $4.50 and $4.75. He says it is then up to the retailer to get what he likes for that. The retailer can either institute the new price 65c or he can sell it at 75c. With regard to the cheaper ties, the $2.25 line, some manufacturers are going to continue selling at $2.25 for a time. Others are making up lines which originally sold for this much and are selling them as high as $3.50, putting extra material into them, and using very nice designs and urging the retailer to sell them as 50c ties. There are other manufacturers who are anxious to keep the price a standard one and are making their ties smaller in shape. This, it will be noticed, is the resource of most American manufacturers. There is a general feeling among manufacturers that ties, although in this country they have never been as wide as they were in the States recently, are much too wide. It is said that the average man does not want a whole lot of silk hanging down beneath his vest which is undisplayed and unused. So one or two manufacturers in Canada are planning to use narrower shapes. They suppose that the public will take to them just as well, and by having these narrower shapes they will, of course, have to put less silk into their ties than heretofore. Other manufacturers again are changing the style of their ties very materially; for instance one man has adopted the following scheme. He plans to cut down the amount of silk used in his ties and instead of turning over as much of the silk on the back of the tie as before, he is turning over a very little, just enough to make a showing on the back and filling in with other material as a backing. He states that in this way he increases the merit of his tie, giving it added strength. He is enabled, too, to sell the same tie practically that was offered last year for $4.25 at that price to-day; yet he gets the higher price silk. The saving of perhaps ¼ yard per dozen by reason of the peculiar back construction makes possible the retension of this old price, he says.

To sum up the situation it would appear that there are two choices which the retailer may make. Remember, first of all, that silks are now higher than they have been and that they are likely to go higher. That is, for exactly the same time that the retailer got last year in the same shape and with the same quality silk, the retailer must pay

more in most cases. He can, however, get a tie giving the same outward appearance and having some advantageous features, but a tie which has actually less silk in it at the same price he paid last year. The dealer first has to choose between the old style tie at a higher price or the new style at a wide range of prices. Some of these will be as low as last year, some higher. The men who think they cannot sell more than 50c neckwear, can still get it to sell at that figure and to give them a profit but there will be less silk in the neckwear. On the other hand, for men who are willing to take the plunge and try out the public with 65c ties this is the moment. The writer has on his desk something over one hundred replies to a letter sent out to retailers all over Canada (they are here for anyone to see) in which retailers give their views as to trying out the higher price tie. Quite a number say frankly that they think they could get 65c for a tie that they hitherto got 50c for. Other retailers seem to consider that it would be an impossibility. The obvious thing for the retailer to do is to consider exactly what his market is like. If his customers will stand for the higher prices on his explaining to them the reason why they should, the retailer should go ahead and advance his price. If not, he should endeavor still to get neckwear that he can retail at old prices, but he must be prepared to get less silk and smaller shapes.

Shirts Advancing Rapidly Place Orders Immediately

The situation in Canada affecting shirts is one which retailers should consider very carefully. They might take as a broad guide the advice that whereas a year ago it was good business to buy hand-to-mouth it is now good business to place as big an order as possible for shirts just as quickly as possible. The reason for that is that the dyes which are necessary are soaring, and are fast going off the market altogether. Manufacturers got through the last year with pretty good supplies of dyes, notwithstanding the fact that everybody cried "Wolf" in August, 1914, but the trade must remember that the dyes which we have been coming for the last year have been accumulated stocks. More than that they have been reserve stocks which have been the bank of the trade. There is, however, now a definite and real shortage in dyes. This affects no line more than it does the shirts. Manufacturers of shirts are now being told daily that they can only have a limited quantity of dyes. Greens, reds, yellows, some browns, orange,—these cannot be promised any longer. Shirts which embody these colors are now being made from stocks actually in the hands of the different manufacturers. In view of the fact that Spring orders this year have been exceptionally heavy these stocks of fabrics will not last long. If you have not sent in your orders for shirts yet, you should do so at once. In a letter to the writer from a manufacturer the other day, he said that orders coming in January could not be guaranteed. This extreme scarcity of dyes, coupled with the fact of a rising cotton market, as has been pointed out in this paper now for the last year, means that sooner or later the trouble which is making neckwear manufacturers anxious is going to perturb the shirt people too. Sooner or later either prices will go up with a bang or else the trade will receive much cheaper materials.

Manufacturers in some cases have already advanced their prices $1.50 and $2.00. In the case of cotton shirts, what was a $9 line has advanced to $10.50. Working shirts, important items for the men's wear store, have gone up $3.00 and are now quoted at $12 in some cases.

Flannel lines, for which the price last year was $15.00, are now selling at $18.00 per dozen. Further advances are very likely.

Other lines of flannel shirts have advanced still more largely. It is easy to understand the reason when the fact is brought out that flannel cloth of a certain grade for which 13 cents per yard used to be paid is now costing 28 cents per yard.

The question of colors is also important with this line. One man who has been in the shirt business for many years, says that anyone who feels they absolutely need colors should buy everything they can get as the opportunity presents itself. He says the situation is going to become worse and worse, and what will be the state of affairs in a few months is impossible to tell. However, he says he cannot see any eventuality by which the situation would be relieved.

Buy Shirts Heavily Conserve Your Stock

In view of this condition of affairs, it would be well for the retailer to do two things. First of all, he should send in his order for shirts at once and send in as large an order as his finances can stand. Shirt manufacturers are not bluffing. They know definitely just how long they can hold out and guarantee orders. In all seriousness, they submit that they cannot do this definitely. Orders sent in at once will be attended to but this promise will not hold good indefinitely. The second thing the retailer should do is to take all possible care of the stock he has on hand, both of ordinary wearing shirts and working shirts. Have sales in other lines of men's wear, but do not sell out at bargain prices your stocks of shirts. The year just passed, 1915, was a bargain year in shirts. The trade should get used to the idea that 1916 will certainly not be anything like that. Three watchwords there are: Buy now; Buy heavily; Take care of your stock.

On other pages in this issue we go fully into the exact state of affairs which is now governing the knit goods market. The trade is able to see without a doubt, that, to put it in one word, knit goods will be higher than ever. The reader will do well to consider the knit goods department in this issue, which is, as our knit goods departments have always been, full, authoritative and authentic. We may mention here in passing that, briefly, the same conditions govern it as govern neckwear and shirts; that is, high prices in primary market, longer delays in delivery, and dye difficulties.

Woollens Sky High Buy Clothing Now

The last issue dealt very fully indeed with the situation in clothing and woolens. There is nothing new from that detailed discussion of last month. Woolens coming from England are showing increases of anywhere from 40 to 75% during the time we have been at war. For the trade's guidance it should be emphasized that the probability is for higher prices in the near future. Only the fact that manufacturers have had large stocks has enabled them to keep prices as low as they have been up to now. Every week brings these stocks nearer the bottom. Manufacturers are buying and paying higher prices all the time for new materials. This applies to both Great Britain and America. That dealer will be very wise who buys what stock he needs at present, and places as large an order as

his cash box can stand. It may be taken as a broad principle and rule for conduct that sales should not be held in suits and overcoats unless large orders have been placed ahead and certainly not when those suits and overcoats are more or less up-to-date. They will be worth money if the retailer hangs on to them. Remember, the public never takes kindly to the idea of higher price. When you pay higher prices for your suits and overcoats you have got to sell them at higher prices. Therefore, conserve what suits and overcoats you have which were bought at fairly reasonable levels, and sell these quietly and steadily, as low as you can, but giving yourself a fair profit. You will sell them more easily than if you sold out at bargain prices, and bought heavy stocks at new and higher prices, and then had to sell these, again at higher prices to your customers.

Overalls Already Up Dye Situation Serious

Conditions governing the sale of overalls are important matters for consideration by the trade at present. This paper has mentioned from time to time succeeding conditions which made higher prices sooner or later inevitable. The time now is here when retailers should raise the price of overalls and working shirts to the public. Generally, the price asked from the customer has been $1.25 a garment. When that was asked the retailer was paying $12.00 and $12.50 a dozen to the manufacturer. This price has been definitely advanced now to $13.00 a dozen. Manufacturers say that a further advance of 50c is almost certain, and that within a month overalls will probably be coming to the retailer at $13.50 a dozen. In the case of lower price overalls, manufacturers who have been putting out a line at $9 are now selling at $10. They say that higher prices are also a certainty. The reason is largely the extravagant increases in the prices of dyes, elsewhere referred to in this article. Dyes are very largely used in the manufacture of overalls, particularly indigo. The amount of dye which was produced before the war, outside Germany, was infinitesimal when compared to the big demand for it. At that the substitutes for the German dyes are not guaranteed as unfading. Moreover, such German dyes as are still for sale are being adulterated and watered down, and even so, the prices asked are outrageous. This simply means that the famine in dyes, of which people have long been talking is almost upon us.

Overall manufacturers have also struck another snag which makes conditions worse. Here is an instance. A manufacturer had purchased some material necessary for the manufacture of his overalls at 10¼c per yeard. He was unable to get it through the customs at that figure. Custom officers claimed that the cloth now had a market price of 12¼c a yard. The manufacturers did not deny this, but submitted that he had bought at 10¼c and that was the price he should pay duty on. After some consideration and contention on the part of the manufacturer, the custom officers were not to be convinced. The manufacturer had to pay on the market basis, and the fact that he bought goods on a contract at a somewhat better rate was not considered at all. In other cases the manufacturers seem to have been able to get their importations through at the price at which they bought and not at the market rate. The point is interesting, however, but it looks from the precedent as if hereafter the basis upon which duty will be charged, is the present market rate and not the contract price at which the stuff was bought. If this is so, it is another reason why prices are going to be higher from the manufacturer to the retailer. Without it, the retailer has abundant reason for raising prices, and with it, all the more.

[Editorial Note.—As we go to press we learn definitely from another overall manufacturer that he has had to pay duty on present valuation of 12¼c per yard, and not on the 10¼c. contract price at which he was securing the goods from the United States manufacturer. We fail to learn that such action is being taken with regard to other imports.]

A word regarding housecoats. The material from which these are made has advanced about 25%. Not only that; but manufacturers who need this have got to buy it and take delivery immediately. One man who has recently been to New York says that he saw a certain amount of material which he would want. He was willing to pay the price but the jobber of this line said that he could not accept a contract for the stuff unless the money was paid over immediately and the goods accepted. As a result, this manufacturer, who usually gets delivery of his goods required for Fall coats—such as bath robes, and housecoats—about the end of August, now has these in his establishment. It, of course, means an increase in overhead charges, which, added to the additional cost of the material, tends to make the price of housecoats higher. Retailers may expect to pay considerably more for this class of goods for the 1916 trade.

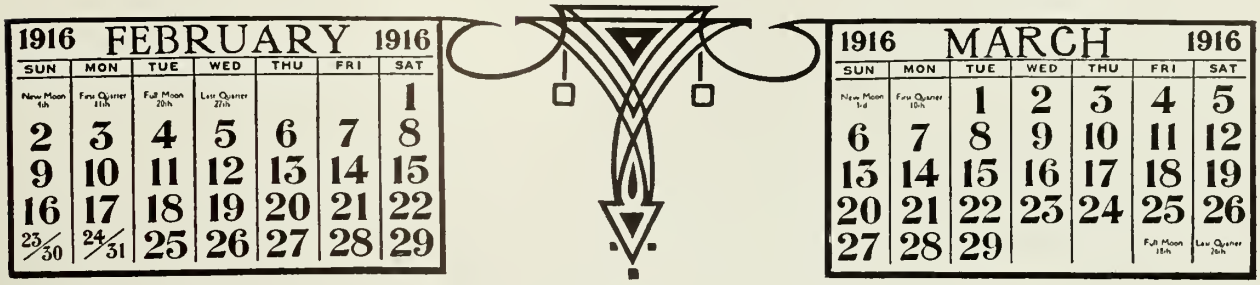
Touching the hat situation, cap manufacturers say that at the expiration of thirty days they look for a 10 per cent. advance in their goods to the retailer. They say they simply have to make this advance because of raw material scarcity and because of the difficulty with regard to dyes. In addition to this dye scarcity, which, of course, makes it exceedingly difficult for manufacturers to turn out the cloth required, the whole labor situation is having its effect. It does not need any explanation as to why this labor scarcity should exist in Europe and why the British cloths should be more expensive. The American situation, however, is just as severe at the present time. Manufacturers hitherto making cloth have been turning their plants over, in some cases, to munitions. Girls who have been working on cloth at $6 a week—to take a case—have been now moved to the munition plants where they are getting $18 a week, and the demand for these girls is so large that one concern is stealing them from another.

With regard to suspenders, the dye situation is very strong. Web is now up from one to one and three-quarters of a cent per yard. Web, for instance, which used to come in to Canada at four and a quarter cents is now costing five and a half cents in the States, and upon this cent and a quarter advance there has to be paid, of course, the 42½ per cent. duty. Other web which used to cost six cents per yard, now costs seven and three-quarter cents per yard in the States. All this means that the increase will be considerably more when you figure that the 42½ per cent. duty has to be added to this increase in the price of web.

Buckles are also away up, because of the steel difficulties and also because of the scarcity of labor. Prices in suspenders, however, are remaining steady. It is likely that many manufacturers will hold them steady for four to six weeks. When their present stocks, however, which they got in at advantageous prices, run out, change will be necessary.

As to coatless suspenders, while there is no dye in this web, it is nevertheless impossible to get required deliveries because of labor scarcity.

Utilizing the Dog Days


1916 FEBRUARY 1916
SUN MON TUE WED THU FRI SAT
New Moon 1st | First Quarter 11th | Full Moon 20th | Last Quarter 27th
1916 MARCH 1916
SUN MON TUE WED THU FRI SAT
New Moon 1st | First Quarter 10th | Full Moon 18th | Last Quarter 26th

MOST of the men's wear men in Canada have gotten over their January sales by now. A number of them, of later years, have been holding sales at the beginning of February, but what this article is going to say applies equally to them. The January or February sale of one week or two, as the case may be, is a hectic rush, a hurry and scurry affair; a hard-working-every-minute kind of undertaking. After that come the days of stock-taking. Possibly you shut up your store for half a day or a day, and try and concentrate and get all the stock-taking done then. Or possibly you endeavor to carry it on and meanwhile go on with the ordinary business of selling. Anyway, what happens to you and your business after you are through stock-taking? Your next big selling season is in time for Spring and Easter.

The time in between the end of stock-taking and the beginning of sales for Spring may be fittingly called 'Dog Days.' You are tired of the heavy rush of stock-taking sale; it is yet too early to sell Spring stuff, although not too early to prepare for it. What happens in those in-between months at the end of February and the beginning of March? Are you at a loose end? Are your clerks unemployed and hanging about the store and waiting until the hand of the clock shall point the time to go home? Do you almost unconsciously get hold of a notion that you cannot get business when there isn't any, and that February is a bad month and so you will have to count it up as a poor month and possibly a losing month? Are you in this case?

Men Not Inclined to Buy

The end of January, the month of February and the beginning of March are days when little business is around. Most men don't feel inclined to buy new clothes; they decide they will wait until Spring and get light-weight stuff, that can be used for Spring and Summer too. To some extent the same thing applies to furnishings. Men are not anxious to buy, if they have got through with their old things until the turn of the year, until they buy again for Spring and Summer wear. This is probably more true in the case of manufacturing towns where men only buy for two seasons, Summer and Winter.

Did you ever think that the men who live in these towns and indeed in any towns just after Christmas and New Year's have probably more money in their pockets than they have had for several weeks? They may have been saving up for Christmas and have gotten through better than they expected and have money left in their pockets. Can you not interest these men. Can you not do something in your store, in short, which will divert the 'dog days' to useful and profitable days.

One Man's Enterprise

Some men's wear men do this and seem to do it very successfully. For instance: one man decided that he wasn't going to lose out by February being a slow time and so he made up his mind that by hook or by crook he would still keep the public buying. He went to a manufacturer and asked him to figure out on some moderately cheap, but nevertheless fairly good-looking clothing. The manufacturer entered into the spirit of the thing and got out a range of clothes which were reasonable and which could be sold with a small profit to the retailer at $10 and $11.50 a suit. These suitings, understand, were very good value. The style was good; the look of them was good and for the money the amount of wearing quality they had was exceptionally good. Nevertheless, they were not fine cloth, nor were they at all high-priced. But the retailer told the manufacturer he was content only to get a small profit and the manufacturer co-operated with him and brought grist into his own mill by putting out a range of cheap suitings well made up.

The retailer went back into his own town carrying with him swatches of the material. Some of these he mailed to his customers, together with a circular, and others he reproduced in cut form in an ad. in the daily paper, while others again he left on the counter in his store and pointed them out to people who came in. Only moderate space was used in the paper and the circulars did not cost much. In both circulars and advertising it was pointed out to the man in the street that while he could get a new light-weight suit in a couple of months that would do for the Summer, he doubtless needed something now, fairly cheap, and yet very good value, which would fill in the remaining month of the Winter and also be a fairly good Spring and Summer line. It was submitted that these suits were up-to-the-minute. Striking phrases were used in the ad., such as "Spring merchandise ahead of time." "We give you our word—the best suits offered in years."

The retailer was very successful. It happened that in his town there were two or three factories and a number of the men employed there found that they could get a very good suit cheap, which would also do them for Spring and Summer and which would as well be a good suit to wear at present, while their old best one was looking rather shabby. Something like two hundred and fifty or three hundred suits were sold during the week that followed.

Men have had the same sort of scheme in furnishings. Some sort of scheme like this is worth trying.

THE MERCHANDISING OF SERVICE

A Store Which Sells All Grades at All Prices to All Kinds of Customers—Foundation of Its Creed—Honesty in Sale-Tags.

By Wm. Potts, Managing Director C. A. Workman, Limited, Montreal

OUR store is a corner one with corner entrances so constructed that, attracted by the window, the customer steps inside only to find himself facing a larger display on broader lines. The store is simply one large and slight rectangular room from the entrance of which one may observe the whole. The counters, showcases and shelves encircle the store. The heart of the floor space is occupied by dozens of racks of overcoats and suits. There is just a comfortable alley way left between them and the counters. Overhead mezzanine balconies with counters and shelves behind, extend entirely around the room. The chief advantage of this spacious arrangement lies in the fact that the customer catches a glimpse of the whole stock from any one point and is instantly reminded of his wants. In no place is the view materially interfered with.

Impressing the Name

In the old days, before we were well-known to the trade, we frequently resorted to catchy and bizarre windows, more with the idea of impressing the name Workman on the public mind for future reference than for direct sales. It worked! The photographs of the crowds show that. To-day our name has a real meaning to the Montreal public. So now our appeals are made on a sales basis.

The basic idea of this store is Service. Particularly service for dollars received. In other words, sales service for value received.

We endeavor to sell a good suit at the lowest possible figure compatible with the necessity of profit, so that that customer is ours forever more. A satisfied customer is a walking advertisement who works for you while you sleep, charges nothing and forms an endless chain of goodwill in his own circle for the lucky merchant who sold him.

Two Sales a Year

We have two regular sales annually, in January and July. The former we usually start before Xmas, so as to catch the people before their pockets are empty. Both sales extend a period of several weeks and usually clean us out pretty well. We advertise heavily at this time in both an English and French-speaking newspaper. We do a resultant mail order business that extends from the Maritime Provinces to Saskatchewan.

We endeavor to make each week the sale week of some special article and so advertise in the papers, by circular and by window. This is "Overcoat Week" and is the second week of the whole sale. "Overcoat Week" is pasted all over the windows: Cards with a punch to them. We have been nearly cleaned out of coats at this writing. Although we have a wide variety in stock, there is little disparity in the windows. Each coat is hung with its original price tag. This price has been blue-pencilled out the new price added on the old tag—in blue pencil and big figures. We add prices to all displays and ads. to make a point of working over original price tags in this way. We never used specially prepared tags. We show the low-priced coats, but of course plan to offer the better grade once the customer enters the store. The same applies to suits. Although we carry all grades, from ten

Interior of the Store of C. A. Workman, Limited, Montreal

dollars to twenty-seven fifty and get inquiries chiefly for the ten-dollar variety, we sell more suits for over fifteen dollars than under. A customer can usually be worked up by easy stages if invidious comparisons of cloth are not made in the first place. We never show a tweed with a worsted. They are kept severely apart. People continue to demand better goods all the time. This is doubly true for the moment, owing to the increased wages of shell makers. So in catering to that want we are simply following a movement, not leading one.

Value of Concentrated Attention

One other feature of this exhibiting a general level of prices in any given article is that the attention of the customer is concentrated and held instead of being allowed to waver over a varied and confusing selection of bargains. A mixed show is always bad for the showman: very unsettling.

We change our windows once or twice a week throughout the year, oftener during the sales period. In addition, we follow all weather changes with our windows. Yesterday it was raining, We had a forest of cheap umbellas out. It turned snappy and cold over night. So did our window. To-day it is mittens, gloves, scarfs and woolen caps. All this cheap stuff pulls the crowd in, sells itself by silent salesmanship and lifts a lot of high-priced goods with it.

Sometimes these sales are not always as profitable as we could wish. But they enable us to clean up, to obtain liquid capital with which to follow the public bent of mind in clothes. We figure a few weeks of loss for the sake of a healthy annual turnover. Our ads. of sales drew the buying, not the sight-seeing crowds, because they know our paper promises are made good in the sale. Often a man who has bought one of our twenty-dollar suits, say, will return to a sale and duplicate the same suit for fifteen, with no feeling of soreness, simply because he got value for his twenty-dollar purchase.

Times change. And so do the ideas of the buying public as to their own needs. But the impulse that makes a man return to the store that always lives up to its promise to him and that gives him Service with a big S,—never changes.

HOW AND WHERE TO ADVERTISE

The Sporting Page in the Daily is a Popular Spot—Foolish and Wise Advertising Policy—Expecting and Getting Results

A SUBSCRIBER, in a recent letter, says he is convinced of the wisdom of advertising, but in view of the way in which he has gone about it, he does not seem to have achieved appreciable results. He is modest about it, and frankly blames the fact of no-results on his injudicious methods.

He asks several questions, among them being one as to the best page in the daily paper on which to have his ad.

It has been found that, to a large extent, advertising men's wear on the sporting page brings better results than on any page. Most papers have a sporting page, or at any rate, there is a portion of the page devoted to sports. It will be best to insist, where possible, that the ad. be placed as near to this matter as possible. The inference is obvious. The sporting columns are, generally speaking, the most studied of any, and the ad. will likely attract attention there. Some newspapers, when they give preference to ads. in this way, call them "preferred positions," and under favorable circumstances are disposed to ask a higher rate. This is not always so. In these days, however, they are, like everybody else, looking for all the business they can get, and if the conditions are that your ad. is to go next the sporting news or nowhere, it will probably get there.

A Montreal hatter who uses one hundred lines, single column, in the large dailies of that city, found himself

Sale ads, taken in each case from the sporting pages of different dailies, showing the popularity of that page.

squashed beyond all recognition between several other ponderous ads. last week. He was annoyed, and expressed his annoyance. It is not likely to occur again.

"Using a Sprat—"

Then, the truth must be told. The day when a man could advertise a remarkable bargain in hats, that will draw inquiries from the North Pole because of the wonderful value offered, is passing away quickly. The scheme behind this is to address those who are caught by it thus: "What size do you take sir? Oh, I'm sorry, we have no sevens. We have those advertised hats only in 6½ and 6¾."

That retailer, having got his man inside the store, proceeds to sell him something else. The public have begun to see through fakes of this kind; advertising bodies are always on the look-out for them, and several prosecutions have taken place.

A men's wear ad. should be attractive. There are some who will differ from me, but in my opinion, a men's wear advertisement should have a cut every time. With many houses, the putting together of an ad. is a nuisance. It is left to the last minute; it is left for the printer to compose in many cases, and any old thing is trotted in. This does not look well. An ad. should be clean-cut, and to the point. There should be a sentence in it that will catch the eye, and keep the reader's attention. It is because a cut is attractive that it should be used. It tells the story itself.

Worth Doing Well

In the case of country newspapers, considerable space can be used at small cost. In the case of haberdashers who are compelled to keep an ad. constantly in large daily newspapers, large space is impossible. Thus is there more reason for spending considerable time and expense in putting them together. If it is worth advertising at all, it is worth advertising well. In the case of large daily newspapers, 100 lines single column on the sporting page is very effective, if nicely put together. Many merchants believe that, for small space, this shows up better than 50 lines, double column.

"Getting Results"

One of the most important things to insist on is — getting results. These cannot always be seen. but if no attention is paid whatever to the ad. if, in some way or other better business does not accrue, it is not effective. A Montreal haberdasher, interviewed by The Review this week, admitted that he had been asked for hats on at least four occasions inside of a few days, by men who insisted on having the models advertised. He had one inquiry from as far away as a town in Ontario. While he did not admit to the advertising solicitors, he did not mind admitting to the writer that since starting his Spring advertising, there had been a marked improvement in his business.

One of the best known haberdashers in Montreal leaves the arrangement of his ad. altogether in the hands of the advertising man. The latter happens to be an expert in this line, but it is a custom which should not be followed out on every paper. One day they use a double column, and the next day a single column ad. A general ad., they find, brings the best results. Prices count for a lot. Cut prices invariably bring answers, they say. Hence January and February are crackerjack advertising months.

The season when cut prices must be abandoned is approaching, but, after all, the main thing is to get people into the store, and if this can be done by putting truth into your statements, your advertising is paying.

THE WEST IS SOLIDLY IMPROVING

Views of Prominent Winnipeg Men's Wear Men — Most Find Their Business 'Way Ahead of Year Ago—Customers Enlist But Others Come

EDITOR'S NOTE—Everybody seemed to make a terrible lot of it when business fell off in the West. The wicked West had gone in for real estate, said some omniscient people, and had come a cropper. Be that as it may, the West is slowly but indisputably coming back. Business is growing by a series of healthy increases. In proof whereof, a Winnipeg daily has secured some opinions from men's wear men as to the situation, and the burden of all the songs seem to be that business is good and very good. These opinions show, also, what sort of a Christmas Winnipeg men's wear men had.

BUSINESS BRISKER AND GOOD TIMES AHEAD

"Business has never been better with us," said the manager of R. Lurie's, men's clothing and furnishing store at the corner of Portage and Notre Dame. Better still, he is optimistic about good times ahead, stating that the money resulting from the phenomenal crop of the western provinces was just coming in and there was enuogh to come to keep things humming all the winter. "In any case," he said, "we are finding business extremely brisk at present, doing a great deal more on a smaller stock than at the same time last year. The activity is in all lines of our stock, which is being disposed of on the popular price basis."

EXCEPTIONALLY GOOD SAYS CLOTHING FIRM

In the clothing business the Christmas season does not, according to White and Manahan, 500 Main street, bring any marked increase of business. This firm says, however, that it finds trade conditions exceptionally good just now. November, regularly the best month of the year in the men's furnishing line, yielded a highly satisfactory revenue; and the firm believes that the steady activity it is now enjoying will be continued well into the new year.

Much more business is being done now than was done in the same period last year.

CUSTOMERS ENLIST BUT OTHERS COME

Although the House of Hobberlin, Portage avenue, has lost temporarily probably over 100 of its regular customers through enlistments, business is picking up steadily, and if the steady growth continues sales promise to be away ahead of the holiday season last year.

HIGH-CLASS TAILORING BUSINESS IS GOOD

S. R. Hunter, high-class tailor, says that his business is 60 per cent. better at present than it was this time last year. "Our trade in November and thus far in December has been splendid," said Mr. Hunter. "The higher priced

goods are being sold. All of our buyers appear most optimistic. We attribute it to the fact that money from the wheat crop is beginning to be put into circulation. We are feeling much better about our business this Christmas than we were feeling last."

CLOTHES MAKERS DELUGED WITH WORK

McFarlane & Cairns, tailors, have been busy on military clothes during the year. However, the last two months have delayed them with work in general tailoring. Their trade is a merchant tailor business with all classes. They have had an excellent year on the whole and the fact that general tailoring sprung to life again in the fall, so heartily augurs well for a prosperous 1916.

SEVENTY-FIVE PER CENT. INCREASE

Burns & Co., "Fit Reform," report December's trade this year to be at least 75 per cent. better than that of December, 1914. "The whole fall and winter season so far is away in advance," said Mr. Burns, "although we cannot compare it with 1913. The good crops and a general feeling of confidence have brought on the buyers."

"BEST IN YEARS" TAILORING FIRM

"We have been as busy for the last two months as we have ever been," is what the Duncan Cameron, tailoring firm, had to say on their Christmas trade. "This has been the best Christmas trade in six or seven years. The year's average is good but the last two months are excellent. The materials bought are practically the same and the variety of garments in demand the same as in former years."

TAILOR SAYS GREAT IMPROVEMENT

Bernards', ladies' and children's ready-to-wear goods, 375 Portage avenue, report Christmas trade as being good. The manager of the store, D. Starr, says that it is much better than a year ago and is steadily picking up. He thinks the future is bright from a business standpoint.

LYING IN WAIT FOR FORGETFUL TRAVELERS

Montreal Dealer Has Store Near Windsor Station — There Are Two Show Cases Filled With Lines Which Travellers Forget—The Early Bird Catches the Late Tourist

Special to Men's Wear Review by Staff Writer

THE store of Francois Dugal lies within ear-shot of Windsor Station, Montreal. A traveler ran in there one day, and hurriedly asked for a collar. While it was being wrapped up, he gazed vacantly into the showcase beneath. He must have seen something there that touched a chord somewhere in his interior, for he suddenly exclaimed, "By gosh, I've forgotten my pyjamas." The sale amounted to two dollars. So much for being near the C.P.R. station.

If a haberdasher could make it worth his while to have

Store of Francois Dugal, corner St. Antoine and Windsor streets, Montreal. The showcases on both sides the aisle are trimmed with reminders for forgetful travelers.

a stand on the sleeping cars which leave our great cities, or had the nerve to parade along the platform looking for travelers who have forgotten their "nighties," he might do a rushing business. Since he can't do that, Francois Dugal is content to have a store in a strategic position—namely, at the corner of Windsor and St. Antoine streets.

A Forgetful Race

For we are a forgetful race, especially when traveling, and the things we forget most are the things we need most. That's why this dealer catches so much trade on this corner. Much of it comes in the way described above. Speaking of this incident, Mr. Dugal, who is a French-Canadian, said: "They call these, in English, 'si-lent salesmen.'"

There was something 'so' expressive about the way he split up those two words. It was exactly what the words mean to him, for these show cases bring him much coin of the realm.

Therefore he has set in them a bait to catch unwary travelers. His lines (the bait) are such as are carried in quite a number of men's wear stores to-day. For not only are men forgetful when traveling, many of them go around with a longing in the back of their hearts, and it is not until they bump into a drug store window, or wander into a fancy goods bazaar (which they seldom do) or walk into a store like that of Francois Dugal, that the longing is turned into action. It is surprising how quickly a man will act if he sees something he has been wanting for a long time.

Two Show Cases Full

It takes two show cases to carry the articles a traveler is liable to forget, and a third show case is given over to jewelry. Here are some of the articles on Dugal's bait. Take toilet articles first. There are safety and other kinds of razors, shaving soap, brushes and combs, strops, portable mirrors, tooth brushes, paste and powder, shaving brushes and toilet soaps. Look over that list, and think of the number of sales that must have been made to men who had just dropped in for a collar button "to be on the safe side."

Now here is a list of articles that hardly come under the heading of toilet goods, but which find a ready sale with men:—watches (price ranging from one to three dollars), watch chains, (attention is also drawn to these via the window), playing cards, pocket books and purses (safety first on the train), fountain pens, whisks, sanitary drinking cups, and a dozen other lines such as collar buttons, arm bands, tie clips, cuff links, etc., which every men's wear store handles.

The last of these is invading rather on the province of the jewelry case, which is on the opposite side of the aisle, in close proximity to the neckwear department. It is as complete a stock as one could find in any haberdashery store, and it would be idle to hint that the C.P.R. had anything to do with the sales of this line. Travelers do not usually forget their tie pins.

To quote Mr. Dugal: "The reason I carry purses is that people often find that the one they have is played out, and seeing them in my case, purchase a new one. Tooth brushes and powder are purchased extensively by people going on a railway trip. They often forget their shaving soap, too. Often a man gets off the train, goes to a hotel, and when he opens his grip, finds he is short of a collar, or a handkerchief, or his pyjamas, he comes over here, and looking into my silent salesmen, he discovers that he has forgotten quite a number of things. Men are forgetting their handkerchiefs every day, not only traveling men, but city men. You'd be surprised the number of men passing by who call in here for a handkerchief."

Cloth Prices Up

Just to show that America is experiencing the same difficulty in prices of cloth that we are here, we quote from the New York Journal of Commerce:

"That the leading buyers of men's wear fabrics are fully alive to the situation that confront them so far as procuring goods for the next heavyweight season is concerned is proved by the inquiries as to prices that are being made and the business that has been booked already on cloths ranging in quality from cheap woolens to the finest woolens and worsteds.

"Buyers are in the market now, which is weeks ahead of the time these factors usually make their appearance, and many more are expected during the next week or two. Wholesale clothing manufacturers, jobbers, book houses and tailors to the trade are showing an unusual amount of interest in staple suitings and overcoatings for the next heavyweight season, and a considerable volume of business has been placed by these purchasers despite the high prices that have been named quietly by prominent producers.

"Manufacturers who are able to guarantee the delivery of sun-fast fabrics and who are ready to accept orders now for Fall, 1916, occupy an unusually strong position. Such manufacturers are not numerous, and while they have the situation in their own hands the prices which they are quoting and at which they have accepted engagements for Fall delivery are not so high, considering conditions, as to make their figures seem prohibitive.

"Prices on staple worsted suitings and staple woolen overcoatings are being quoted at prices that are from 17½c to 50c a yard higher than the opening prices for the Fall 1915 season. Fine serges, the colors of which are guaranteed, are as much as 40c a yard higher than in January last. These advances, however, cannot be taken as indicative of values generally for Fall, 1915, because in some quarters business has been done at figures that do not appear to be commensurate with the advances in manufacturing costs. The market can be best described as irregular and this state of affairs probably will be much in evidence when the season is opened formally.

"Among the staples that have been bought in a substantial way are drapes. The two manufacturers who make high-class goods of this sort have booked a larger volume of business than in some time, and the outlook is considered so favorable that the mill owners expect to have all the business they can handle. There is nothing surprising about the breadth of the demand for drape, because the German sources of supply have been cut off. Under the present tariff, German manufacturers, during the first six months of 1914, cut deep into the business of domestic manufacturers. It is stated that 75 per cent. of the business was placed with German mills during the period named.

"Although present prices on some of the finest grades of staple and semi-staple lightweight suitings are from 10c to 25c higher than opening quotations, duplicate orders are of good dimensions. Goods on order for January delivery are being called for for immediate shipment, and selling agents are being requested to ship goods due in February, early next month."

At the annual meeting of the shareholders of Semi-Ready, Limited, at Montreal, H. Albert Nelson was elected to the presidency in succession to the late Charles H. Nelson, with Alfred Wood, vice-president and Charles F. Creamer, general manager; Charles F. Nelson, John E. Brownlee and E. Leeds Nelson are directors. E. Ravel was appointed secretary-treasurer.

Even shirts and pyjamas may become a trim of beauty if handled carefully. Wallace Brothers have unified their compartments in this window very cleverly

CAN YOU MAKE A PYJAMA TRIM?

The Shape is a Difficulty—But it Can be Overcome — How to Handle Sale Windows — Unique Clothing Units—Gotham's Best Windows Described For You.

Special to Men's Wear Review by MacLean, New York.

THERE appears to have been an unusually large number of excellent trims in the heart of Gotham's shopping district this last month or so.

The first one, a picture of which is reproduced on this page is from the store of Wallace Bros., and will give a good impression of the average sale trim to be seen in the popular Broadway shop. Shirts and undersuits are shown to good advantage. Although a partition divider is used to separate one line from the other the goods are so arranged that this fact is scarcely noticeable when one looks at the display as a whole. The advantage of this scheme is obviously to attract the public at a considerable distance, an achievement not usually accomplished by small compartment trims in themselves.

A close study of the picture will doubtless satisfy the reader's desire to follow the details of composition. Although the space is well filled, confusion of garments is skilfully avoided by simply grouping the different "Specials" in distinct units. Display cards of goodly size are given a conspicuous position. They are always valuable in a display of marked-down goods and should be large enough and prominent enough to catch the eye at first glance. Price is the consideration that has influenced many to postpone their necessary purchases until now and it will in the majority of cases be the deciding influence.

Difficulties With Pyjamas

Pyjama displays are less frequent than those of other merchandise but none the less important at least as occasional showings. They are unquestionably more difficult to pose, than most haberdashery and as a rule make less striking displays, which is chiefly due, however, to the manner in which such garments are presented. Color scheme is not a hindrance as most every color in the rainbow is to be had in pyjamas, nor is quality any obstacle as one has a choice from the cheapest of cotton to the finest of silk. Without a doubt it is shape that is largely responsible for the usual lack of striking pyjama treatments.

I saw a recent pyjama window in Gimbel Brothers, New York, which merited special note. Various methods were adopted of posing these suits. The trimmer carefully avoided fancy backgrounds and complicated drapes,

both of which would tend to detract from the simplicity of the garments. Special pains should be exercised so as not to distort the garments and make recognition difficult.

You have doubtless seen such goods as these, including undersuits, so twisted and puffed in a vain effort to beautify the decorative effect as to wholly obliterate every semblance of natural lines. Art in trimming does not necessitate picturesque poses but it does require a knowledge of tasteful formation without concealing the general outlines of the articles which should always stand out boldly and impressively.

Special Sale Time

Special sales always begin just as soon as the Holiday season is over and from now on until it's time to show Spring goods, window space will be more or less devoted to reduction offerings. In the instance of the average shop it is perhaps necessary to somewhat overstep the boundary of a strictly refined atmosphere and keep to the fore a constant stream of left-overs but it must not be lost sight of that there is also a constant stream of humanity awaiting this occasion and to bid for a square share of trade a certain amount of refinement is valuable in influencing the prospect.

Turning to Clothing Trims

I noticed a display which was an exceptional clothing trim, by Gimbel Brothers' store, New York. It was arranged as a parlor exhibit surrounded by an atmosphere of sumptuousness which was imparted by the effectiveness of elegant draperies and mahogany furniture. The idea was conceived for the purpose of inviting leisurely inspection of these particular garments and accessories which, in themselves, suggest refinement and social environment.

Doubtless there have been occasional window trims of a similar nature but to try out the scheme in the show room where one may actually walk through and around the display, an invited guest as it were, and inspect any of the goods, to actually touch and feel the qualities of the various articles, is a step in silent salesmanship quite novel and one which merits special commendation. Such an attraction would unquestionably appeal also to women who not infrequently do the selecting of such clothes.

In treatment the display consists of various units which are arranged throughout the department, allowing ample space for one to walk around. Such pieces of furniture as carved mahogany arm chairs, tables of various sizes, a pedestal lamp with silk shade and a dressing mirror, all to harmonize, are utilized as fixtures in the working out of the different poses. Old gold velours is used as drapery in the table units to add a subtle tone of artistic decoration. Velours is also draped over two sections of the show cases which flank one side of the department. The idea in concealing the cases is wholly to help in the transformation of the general effect of the usual clothing department so that the observer will receive a greater impression of elegance. The addition of the lamp is for the same purpose, as is also the screen arranged as a background for the lamp.

Taking an item of apparel and making—without flounces and furbelows—an attractive display, is the achievement of Browning, King & Co., of New York.

The Art of Posing

That the trimmer may be able to study in greater detail the art of posing garments to the greatest advantage both as to the goods themselves and their artistic presentation, I send a very striking individual unit. These garments were especially posed for Men's Wear Review by Charles H. Hartmann of Browning, King & Company, New York, to show some of the attractive effects possible without the aid of any piece goods as decorative features.

A good trousers pose is shown. The addition of the soft hat, cravat, half hose and pair of gloves is mainly decorative, although they are in themselves conspicuously displayed. An ordinary T-Stand is here used, over which the trousers are folded with the bottoms merely touching the floor. Trousers are always difficult to display pleasingly and the suggestion here offered is worthy of careful study.

The shop that fails to take into consideration the finishing touches, as it were, overlooks one of the most essential complements of a trim. Remove these accessories, for instance, or group them carelessly and the trousers would become a mere object and no longer a picturesque unit.

A Fine Cravat Trim

Typical of the best in modern display is a recent trim of cravats, by Franklin Simon & Company, New York. The arrangement is decidely unique. The cravats are in themselves most attractive being of various colors but all having the same pattern. The grounds are medium tones of grey, green and burgundy and the pattern is taken from the plumage of the pheasant and reproduced in striking colors. One shirt is included which serves to show the impressiveness of the silk when worn. The shirt is of French madras, white ground with burgundy stripes. A marked departure from the usual drape of piece goods is the unit in the centre. Here a shirt easel is used as a fixture. The silk is drawn up through the easel in three generous puffs which are flattened out to form a petal-like receptacle in which a unit, consisting of a collar, a cravat and a pair of gloves, is shown.

THE OVERCOAT THAT CAME TOO LATE

By E. A. HUGHES

FOR some time Mr. Kensington had been paying his respects to a lady. After due consideration he decided to stake all on the throw and suggest to the lady that hereafter they canter through life in double harness. The lady smiled on him, and named the happy day. The details of how this conclusion was arrived at are as follows:

("Don't bother to enumerate them; we'll take them as read—Editor.)

Mr. Kensington, after living in the clouds for a short time came suddenly to earth and began to think about furnishing a house. He got well ahead with that awful job, and at last came to the point of considering the items of his dress for the auspicious occasion. (These occasions always are auspicious: I suppose this one was too—E. A. H.) Mr. Kensington decided on many new garments. He went over his wardrobe, and selected the wheat from the chaff, as it were. In other words he decided what he could use, and what he would have to purchase. He figured, for instance, on getting a morning coat and a silk hat. A tie of sickly grey must be bought, and also patent shoes and spats—these last of that vague and aesthetic shade known as Elephant's breath. (What color the breath of an elephant really is I don't know, but you may—E. A. H.)

Then he came to consideration of his overcoat. It wasn't too bad, he declared to himself, as he looked at the one he already had; possibly not as smart as it might be but cleaning and pressing would work wonders. He really couldn't afford another. He would make it do.

You figure Mr. Kensington then, systematically laying out his trousseau, and going forward to the day of battle with as much strength of mind and courage, as he could muster under trying circumstances.

The evening before the passage of arms Mr. Kensington happened to be in the city, and to be passing the store of a men's wear man. His doleful and sad eye glimpsed a very attractive overcoat in the window.

She smiled on him and named the happy day.

He stopped. Yes, it was certainly a dandy, a peach, a stunner, a daisy and so on.

He looked again, and beheld the price ticket. "Reduced from $30.00 to $17.50" it read.

$17.50!

Mr. Kensington knitted his brows, and his hand stole to his pocket and felt the roll of bills therein: his eyes, meanwhile, took in the detailed excellence of the overcoat.

"I really should have an overcoat" he murmured.

"But I don't think you can afford it," answered his Subliminal Consciousness.

He smothered his subliminal consciousness and bought the coat

"Well, I don't know. I'm pretty hard up, I know. But it's such a slick coat and——"

"Um-m-" said his S.C. "Go ahead then, but if you haven't enough money to buy the bride every mortal thing she sees in the stores on your honeymoon, don't blame me."

"Well," he replied, hesitating, "It wouldn't do any harm to go in and try it on."

And he went in, and asked the salesman to try it on.

He bought it, and he paid his $17.50, and smothered the voice of his subliminal consciousness.

"I wish you'd send it for me," he said.

"All right, sir. What's the address."

Mr. Kensington gave it. "Now look," he added, "I want that sure by eleven o'clock to-morrow morning."

"It shall be there."

"There's a special reason why it must not be a minute late. I'm going to be—that is—er—I'm going away," he finished, shirking confession of the task to which he was setting his hand.

"It shall be there at eleven, without fail," said the salesman.

II

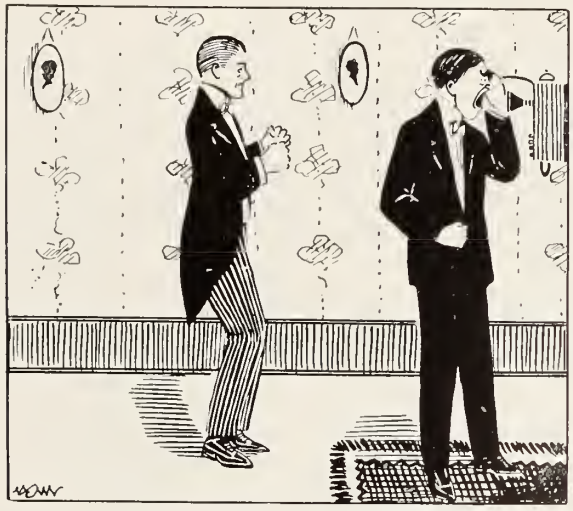
You figure Mr. Kensington next morning, in that perturbed and disturbed state peculiar to victims of his kind before they go into the conflict. He began to dress about 'steen hours before it was necessary. His hand was shaking. He soiled half a dozen collars and got blue in the face trying to get the button-hole over the stud. Then he tied and untied his tie about a dozen times. The knot wasn't right. The folds didn't hang right. The wings of the collar overlapped when the tie was on. His boots pinched him. His hair wouldn't part without leaving five hairs on the wrong side of the parting. And so on . . . .

All these signs indicate an attack of nerves which every combatant in like campaign begins to experience.

At last he was dressed. It was twelve o'clock. The time fixed for the affray was 1.30.

Suddenly Mr. Kensington remembered that he had not seen his new overcoat. He turned to the accomplice (the best man) who was standing around, trying to be sympathetic and implored him to call up the store on the telephone and ask why the dickens the coat hadn't come. It was promised for eleven o'clock.

The best man did so. He blew up the men's wear man



"Where is that coat," he yelled.

sky high, over the telephone, and the shock of the language he used nearly severed the connection.

"Why the blankety-blank isn't that coat for Mr. So-and-So here," he yelled.

"What time was it promised for," came back the men's wear man.

"Eleven o'clock. It's after twelve now. And it will take a full hour for it to get here."

"Wait a minute."

The men's wear man went away, found the coat, and saw it had been promised for eleven o'clock.

"Awfully sorry," said he, returning to the 'phone. "Our error. I'll have it sent right away. It shall be there by one o'clock, if I have to get a taxi. It's to go to 27 Brandworth Crescent, hasn't it."

"Yes."

"Not Avenue; Crescent, eh?" he asked again.

"That's right," answered the best man, "and rush it up at once."

Mr. Kensington, comforted by the assurance of the best man, possessed his soul in patience, contenting himself merely with apostrophising the men's wear man in none-too-choice language.

One o'clock came. Five minutes past came. Mr. Kensington, now so nervous at the thought of the ordeal was pacing up and down the room, while the best man kept on telling him to compose himself.

Ten past one! Mr. Kensington suddenly remembered. "Has that confounded coat come yet," he roared.

The best man recollected:

"Great Scott! No, it hasn't. We'll have to go without it if it isn't here in five minutes. You'll have to have your old one ready."

At this Mr. Kensington raged and raved. He said—(not in these columns, please.—Editor.)

The overcoat didn't turn up.

"I'll telephone here from the church and have it sent over so you can wear it to go away in. You'll have to wear your old one to go to church," said the best man.

By this time Mr. Kensington had exhausted his vocabulary and was too subdued to say anything more. He groaned a little, and was led to the taxi and to the church, as a lamb to the slaughter.

The best man found a moment to call up the men's wear man.

"Where ——— is that coat?" he yelled.

"It's gone; an hour ago," was the answer.

"Well, it hasn't turned up."

"Where are you now," said the men's wear man.

"At the church. Mr. Kensington is tearing his hair because his coat hasn't come, and he had to wear his old one. He's got troubles enough without that."

"Well if you telephone the house you'll find it there."

The best man thought a moment.

"Where did you send it? To 27 Brandworth Crescent or 27 Brandworth Avenue?"

The men's wear man thought a moment.

Then "Crescent," he replied. "I'm almost sure."

"I hope to goodness you did," said the best man. "The Avenue is right the other end of the town, and if it went there, we'll never get it. I'll call up the house and see if it has arrived."

He rang off, and called up the house. No—he was told—no parcel had come at all.

By this time Mr. Kensington was pacing up and down the vestry, engaged in a session of pouring malediction on everybody: the men's wear man for being late with the coat; the best man for leaving him alone so long; the parson for telling him every two or three minutes that the other combatant was already on the battle-field.

The best man returned. He had just time to whisper to Mr. Kensington that there was no trace to be found of the overcoat, and then to take in Mr. Kensington to the altar.

And, so weak was Mr. Kensington with all his troubles, that he had not sufficient strength to resist the parson

"You—you—mutt," he said.

who was asking him: "Wilt thou have, etc., etc.," but could only answer, faintly and feebly, "I will!"

* * *

The first thing he did when he and his wife returned to town was to go down to that men's wear man, who had promised the overcoat for eleven o'clock. There was blood in his eye, as he walked into the store.

"What happened to that overcoat of mine," he said, trying to keep calm.

The salesman, by this time had forgotten him completely.

"What overcoat was that, sir," he asked sauvely.

"The one for 27 Brandworth Crescent, promised for eleven o'clock two weeks ago, which never turned up."

He rolled up his sleeves.

The men's wear man suddenly recollected.

"I'm afraid it went to 27 Brandworth Avenue," he faltered.

The young man looked at him. Then he lost control and spluttered out his words.

"Listen to me," he yelled, "do you know that you ought to take a correspondence school course in "How to keep your word? Do you know you fell down in two places, and that you——"

"I'm sorry, sir, if—" the other ejeculated.

"Don't speak. Listen to me," went on Mr. Kensington. "Do you know you made me late for the wedding, my wedding? That I had to go away in my old coat after buying a new one on purpose? That I was in such a temper, all because of your silliness, that I didn't know what I was doing. That—"

He paused for breath.

"Really, sir," faltered the salesman, "I'm certainly—"

"Be quiet," roared the other. "Listen to me. That's the last thing I ever buy at your store. And what's more I want my money back for that. You can keep the coat. I won't have it. I wouldn't have it if it was the best coat in Christendom. I want my money back. Do I get it?"

"Certanly, I'll refund the money——"

"You bet your life you will. Now listen once more. Go to your office boy, and ask him to teach you the importance of detail. And remember that though your sieve-like memory, your crass forgetfulness, you've lost a good customer. Good-day."

"But sir, really——"

"Good day."

And he turned to go out of the store.

"Just a moment," attempted the men's wear man.

"Good day, you— you— Mutt."

And Mr. Kensington was gone.

The men's wear man learned his lesson. Ever since he's been scared of a man ordering an overcoat and asking that it be delivered at eleven o'clock.

THROUGH OTHER SPECTACLES

SELLING A SUIT OF CLOTHES

From "The Haberdasher," New York

THE clothier with the right idea combines all the progressive points the other two lack. He profits by the combined experience of hundreds of successful retail salesmen making hundreds of sales daily on the principle that there are real rules to follow in selling a suit of clothes —several real rules, three of them of vital importance.

And the first of these is that all customers with the same need are not alike in taste and temperament.

The second is that the sale begins with the customer, not with the store or the salesman.

The third is that all the selling-power of style, fabric, pattern, workmanship and color focus finally, in the customer's mind, on the comfort and satisfaction of a perfect fit. And the customer decides this; the store does not do it, the famous lines does not and the clerk does not. The clerk is only a means to an end.

"How to correctly fit the customer" is the new note in special efficiency training for the retail clothing salesman, "and ways to do it."

Manufacturers and retailers alike must give the matter all the consideration its importance warrants. And it warrants a great deal after all is said and done, because the suit will not sell if it does not fit the customer. And individual sales are what build up volume.

* * *

DRINKING WATER FOR ALL

From "Clothier and Furnisher," New York

It is good business to give a glass of water to anyone who is thirsty. A little card in the window to the effect that you have a drinking fountain for the free use of the thirsty will help poularize your store all the year 'round. Even if you sold drinks of some kind, that little offer of a glass of water to anyone who would come and ask for it would be good business. Public drinking places are none too frequent and often none too cleanly. The tired woman with a youngster trotting at her side and clamoring for a drink will not soon forget the convenience you offer in the way of good cold water in an individual paper cup, with a welcome thrown in. A little tact may be necessary at times to prevent children making a nuisance of themselves by coming in groups for drinks, but anyone competent to run a store should be competent to take care of any possible disturbance of that sort and even to capitalize them. Free drinking water will bring in people who may or may not make purchases at that time, but who certainly will make them later.

* * *

"LABBY'S" DRESS

From "The Irish Draper," Dublin

FORCED economy in dress occasionally leads to some picturesque results. Towards the close of the siege of Paris, Henry Labouchere wrote to his mother: "My pea jacket is torn and threadbare, my trousers are frayed at the bottom, and of many colors—like Joseph's coat. My boots have split in various places, and I wear a pair of gaiters, purple, like those of a respectable ecclesiastic, to cover the rents. I bought them on the Boulevard, and at the same stall bought a bright blue handkerchief which was going cheap; this I wear round my neck. My upper man resembles that of a dog-stealer, my lower that of a bishop. My buttons drop off as though I were a moulting fowl. I have to pin myself together elaborately, and whenever I want to get anything out of my pocket have cautiously to unpin myself, with the dread of falling to pieces before my eyes."

GOTHAM ON SKATES DRESSES ACCORDINGLY

Weird But Suitable Garb for Performances of Figure Eight — Ankle-Fitting Silk Hose Come to Town—A Rough-and-Tumble Hat Worn How You Wish

Special Correspondence of MacLean, New York.

Coming

The craze for skating has produced a Norfolk suit, with tight trousers, buttoning close to the leg all the way down.

Persian lamb toques are the skating hat de rig.

The stiff bosom shirt gains ground as the *evening shirt.*

Tucks and pleats permissible for dinners.

The white evening vest is still with us, coming back, as it were, particularly for younger men.

Something new in silk day-shirts is a cross-bar or narrow cross stripes, in rose, claret, helio, and the brighter blues.

The narrower four-in-hand will be the *tie soon, but not yet.*

Mufflers of glaring pattern, such, for instance, as the mosaic of a checkerboard, are being worn by some of the ultra-smart folk.

A rough-and-tumble hat for day wear is one you may knock into any old shape—and it still holds good.

NEW York has decided this year, instead of dancing, that it will skate, and the roof of the Biltmore shares with the St. Nicholas Rink popularity as a place of resort, morning, afternoon and night, for skaters. There has been an attempt in some quarters to fit up men with skating costumes. So far as I can learn at present, few, if any, manufacturers have shown what they have in this way to the public. Nevertheless, judging by the costumes that one sees worn at these skating parties, suitable costumes are to be had if you know where to go to get them. One gentleman who is an adept at figure skating, wears a brown tweed Norfolk coat, pleated down the back. There is no belt: there is a mock-belt. The coat buttons all the way down; the top button is fairly high, making a short lapel. The trousers are very tight, and some men are wearing trousers which button up the leg, giving the effect almost of skin tights. A soft leather vest or waistcoat is often worn. This is so made that it can be buttoned right up to protect the chest and it leaves a collar on either side the vest which is almost equilaterally triangular. With this is worn a skating Ascot tie. A good many of these are in black, while some others are in black and grey and others in color combinations, the difference in color usually being in the part of the tie which turns over. Persian toques are worn, but not of the old-fashioned up and down style by any means. A very smart little toque about the size of the head is the usual thing. The whole costume is essentially a tight-fitting one and looks, as it is, exceptionally snug. Where short knickers are worn and low boots, dark brown or dark green, thick knitted stockings are the thing.

Stiff Bosom Evening Shirt

With regard to shirts for evening dress wear, the stiff bosom shirt as I hinted a couple of months ago is taking first place for formal evening wear. There is said to be in some quarters a trend towards breaking away from the conservatism in evening dress with which we started this season. I do not think this is so among the best dressed men. To my mind the evening apparel of the fashion leader this Winter is distinctly formal and conservative. Of this the stiff shirt is an indication. Of course, for dinner, some men are wearing soft dress shirts; both tucks and pleats are permissible. The stiff shirt for formal wear is still 'de rig.'

There is comparatively little new in collars from what I wrote recently when I mentioned the priority of the poke, which has only been partially eclipsed by the new over-lapping wing. This, by the by, looks better in a square end than in the blunt.

Dealing with evening dress, in suits and overcoats, the younger set, despite the tendency at the beginning of the season, seems to be wearing the white waistcoat to quite a large extent. There are, however, some notable exceptions to be found amongst men who are admittedly fashion leaders. Plain silk, plain piques and brocades are variations which one notices in the evening vest. The opening is neither a U or a V, but something betwixt and between. There are more men inclined to the U than to the V. The coat is not quite as snug as last year. Braid is unquestionably the proper finish for the trousers.

Something New in Day Shirts

Something quite new in silk shirts for day wear—and it was necessary because they were getting so ultra-popular—is a design which is formed by broad bars interspersed with narrow stripes. This is worked out in very bright shades, claret, deep rose, and fairly bright blues. Usually a dark-colored or black tie is worn in either a crepe de chine or in black knit.

One of the most important things about ties in New York at present is the distinct tendency towards the narrower four-in-hand tie. This appears to be definitely decided upon as a revival and several manufacturers are now putting out their Spring and Summer cravats in much narrower shapes. This swing of fashion is not so much that

PLAYING CHECKERS ON YOUR MUFFLER!

Easy Enough if You Wear the New Cube Pattern — Novelties in Handkerchiefs Now Showing—The New Silk Day Shirt Has Cross Bar Stripes

Authentic and Authoritative Resume.

these ties were due for a revival as that necessity more or less demands it. I refer, of course, to the extreme prices of silk and the fact that some manufacturers, instead of raising prices, are using narrower shapes and thus economizing and making up the difference which they find in the higher price. Of course, there is something to be said, for the fact that four-in-hands have been so broad for the last few years, getting broader every year that it was time that we faced right round, and narrower shapes were instituted again. I might add one thing to this question of narrower cravats, and that is that these are not seen very much at present. This is a future fashion and it may take some time to establish it but I am pretty sure it will come.

A Rough and Tumble Hat

Something new in soft hats is a style which is being worn chiefly in the South at present and will probably be worn here in the Spring, that is a sort of rough and tumble felt. You may treat it any way you wish and yet it looks all right. Something of this sort was necessary for the man who wants to be a little distinct from his fellows and the new model that I am talking of has a tapering crown with a broad brim, well rolled up on the side. It can be had of course in many colors, although the outstanding shades are pearl grey, brown, olive and black. A hat which is also attracting some attention here now is a tweed (I mentioned this in my November letter), originally designed for motoring and general country wear, but apparently found good enough and distinct enough to wear in the city.

A Glaring Muffler

We have all sorts and conditions of mufflers here now. One of the most surprising of these is one made in a checker board pattern. This is crocheted in silk in all colors, from white and pearl to high tones, like blue and rose. The pattern, however, is the outstanding feature: this is made up of alternate tubes forming a mosaic. It is effective right enough and certainly startling, particularly if a man wears an overcoat with fairly low lapels. Other mufflers along this line are stripes, as for instance black and pale blue in narrow one-inch stripes, worked out in satin, with fringed ends to match. Yet another muffler which I saw the other night was one for evening wear, woven in French silk with a stripe of white at each end. The ends of mufflers, by the by, in nearly all cases, are fringed. Some men are wearing them with monograms.

As to hose, here is a variation on the old theme. What is uncommonly like a clock, but is not a clock, is a fleur de lis embroidered in white upon black or in black upon black, or occasionally in dark colors on black. The material is silk, of course. These are worn chiefly with Tuxedo dress. For every day wear, quite the newest thing is ankle fitting silk half hose. These are woven so as to fit extremely snugly around the ankles. The idea is, I suppose, to eradicate the wrinkles which are customary with the average hosiery and which look very bad when a man is wearing low shoes.

Novelties in Handkerchiefs

There are so few novelties in handkerchiefs that one naturally wants to record them when they do occur. I saw some the other day put out by a manufacturer. One was a richly colored centre in deep rose with wave stripes in gold; the border was white with a white silk stripe and a colored edging of rose. That is rather freakish, but new. Another line, however, which is possibly more conservative, has a pattern centered upon a white linen ground, which leaves the borders clear. These are broadly hemstitched. Still other handkerchiefs have white borders with cross bars or clusters in the centre.

Nothing seems to dim the polka dot for morning and afternoon wear. This in blue and white and black and white spot design is very much and generously affected. It is worn, of course, a good deal with the wing collar and certainly looks well. Many men are taking care that their shirts in color match their ties.

Maclean
New York.

Going

The hose of the clock design don't strike the smart man's taste any more. The clock is getting old; it's been wound so often.

Silk Squares don't begin to compare with the long muffler for popularity this year. Few are being worn, even the excellent creations in regimental colors.

The poke collar is taking a back seat as the evening collar. The new overlapping wing is taking priority.

Slowly but surely the expansive (and expensive) large array of silk in four-in hands is going. The narrower variety is on its way. Already many men are deserting the wide tie.

The brown Derby did not last long. It had a good Spring, but it's never been a long-distance pacer.

The plain white handkerchief isn't correct now. You must wear the patterned one, in colors on white, or in white on white.

Gossip of the Trade

By C.W.B.

THE variable and fickle cotton offers a new and piquant interest, as from time to time, one watches style tendencies develop which influence the neck-dress of the average man.

The tendency of spring fashion is to have something new. Many customers still incline to the old close front collar that enables them to wear a cheap narrow tie or a wide old one. The tie manufacturer wants an open space collar that shows his tie off to good advantage and makes the wearer get a new one more frequently. The collar manufacturer can work with the tie man to mutual advantage, usually, but in this case the customer's needs and the tie man's ideas are so far apart that the chief actor, the man who makes the collars is still uncertain which way the cat is going to jump.

The War on Hats

An unusual situation has developed in hats as a result of the shortage in dyes. This shortage is dictating the color of the spring hats which will be decidedly light. Pearl grey shades are spoken of as the coming big feature.

The reason is a purely a utilitarian one. The amount of dye used to color fifty dozen medium dark felts will suffice for two hundred dozen of the lighter shade.

Fashions "Out There."

The following is a letter received by a Montreal men's wear clerk from a man he worked with for some years:—

"Dear Danny,—

Out of the trenches again Gott sei danket! We are resting in the usual little town two miles back, straw, hot grub, swanky drill, lots of sleep and of course lots of grousing. We always do that except when we really have something to grouse about—when we face Fritz!

Speaking of Fritz, I am greatly taken with his new overcoat. He has changed it twice since the year of change 1914. At first it was the full grey coat with lots of big brass buttons with drunken Imperial eagles cavorting on them. Then last winter it became the grey-blue, snug-fitting coat with less buttons and all plain — No swank. There was some dirty work at the cross roads a few nights ago and when we came to we found ourselves the proud possessors of a thirty-yard long sewer and a lot of dead bodies. Water falls—or rises—to its own level so I took a look at Fritz's coat. Believe me, it's 'some' coat. Still snug and still blue, but no buttons! All invisible hooks and eyes! Very neat! Very practical! No tell-tale rays; no catching on equipment and no polishing. Such is my passion for being well dressed that I am thinking of deserting.

I didn't mean to make this a Paris letter but to-morrow we go up again, the candle's low and I'm dead tired so I'll wait until the next rest to give you trench dope.

As ever,

D. R. McK.

Fishing

One of the smartest shops shows a cheap line of flannelette pyjamas. I asked the manager how he could consistently do this. He explained that his customers with human frailty were not always particular for best in 'undies' and things that do not show. So his cheap flannellette is the line, the bait. The hook is nestling in an attractive box upon a shelf and it spells silk or soft wool at several times the value of the other!

A New Dodge

One of the tip-top shops in Montreal adds a hybrid Regent St. and pickaninny touch to the customer's welcome. As the latter approaches the door a minute being, diminutive in comparison to his buttons, springs as tho' on invisible wires to make his way easy for him. It is a clear transposition, the use of a page instead of an ex-Guards giant or an ebony pickaninny. It is a little extra touch of courtesy and novelty combined; a big store does well to keep the interest of its customers fresh and awakened.

The Divorce of The Collar and The Shirt

Manufacturers, frequently at retailers' requests, are coming more and more to the divorce of the collar and the shirt in actual selling. It has been a gradual process of elimination and evolution from the days of the shirt with as high as four extra collars and an added cost of two dollars and a half a dozen to the retailer down to the present offering of shirts and collars as separate bargains. The change occurred for the most part one collar at a time. The last collar probably put up the hardest fight. The change is really beneficial for all concerned, particularly the retailer and his customer. It lowers the costs of the shirts to the customer by twenty-five cents and enables him to select the collars he really wants and to get two instead of one for a quarter.

Speculation is rife as to the next offering of the big collar manufacturers. They promise the trade the usual Spring original but withhold particulars until they are ready to floor the market. Things have settled down in collars, no real need is apparent but if the popular fancy is caught a big sale follows regardless of other things.

Previous to last year's great success, the last two or three offerings of this kind had fallen flat and had been a source of loss to the makers.

Trench Hats

An adoption of the military service cap and the soft trench hat is now offered in Montreal shops that cater to the soldiers. The cap combines the smartness of the service cap with the weight, softness and warmth of the old trench cap. It retains the chin strap of the latter which when not in use is buttoned up over the top of the cap. The new hat is dressy enough so that many private soldiers pay out their own money for it in preference to wearing the government furnished cap.

A Hunch

The story that best illustrates the condition existing in dress goods lines to-day and is going the rounds of Montreal (no names) is this:—A certain wholesaler seeking not anything in particular, but anything that he could get in cashmere and wool in England found conditions so utterly impossible that obeying a hunch, he deserted depleted manufacturers, took to the road literally hunted down some of the larger wholesale and retail stocks. He filled all his requirements in this way and is now offering and, what is more, selling these stocks to the retail trade.

Now that the manufacturers have made the wing collar fool proof in the laundry by making the original factory bend permanent, men who for reasons of economy were leaving the wing collar are gradually coming back to it. Dealers declare that this old favorite in its modern form of small tips will never lose favor now that a man does not have to choose between buying a new box of collars after a few trips to the laundry on the one hand and an indecent exposure of his Adam's apple on the other.

* * *

Speaking of his experiences in a recent buying trip in England, a Montreal buyer in referring to his query about prices on khaki handkerchiefs said "I thought the manufacturer had gone mad. And then he rubbed it in by saying he could only give me a limited quantity of them."

* * *

Gloves in chamois and light colors, plain and braided will be featured more than usual this season on account of the dye situation. Fawn and wash capes are the features of the moment.

In underwear the union suit continues to gain ground in all prices with all classes of trade. This is particularly true of the athletic variety of suit.

Odd Twists and Fancies in Men's Fashions

A TIE that is being displayed and pushed by several Montreal haberdashers is the "Slip On" that has a facing band of light weight black sateen, nearly the width of the tie in the back and twelve inches long. It obviates the struggles and language of the average man in slipping his tie through the collar. And it saves the tie.

Dale's Half Bust Form Shirt Displayer trimmed with two-piece underwear. For displaying light weight Summer or heavy Winter underwear it is an excellent resource.

A RECENT importation from England shows a tubular scarf that offers an ideal sport or trench combination scarf and Balaclava helmet. It is two and a half yards long, and of the usual width, usually of knit goods. In general appearance it differs very slightly from the staple scarf except that the fringe on one end is missing. This is where the utility of it comes in. The plain end is used for a cap and the remaining end may be disposed of as fancy dictates, either wrapped around the neck on the bulk of the slack being taken up in folds as part of the cap leaving a short end hanging. A soldier in the trenches acknowledging the receipt of one, states that it serves there the additional purpose of a night cap and a good one at that. In addition it renders unnecessary the carrying of a scarf and wool cap. In some instances it even replaces the service cap as some soldiers dispense with the latter on account of its conspicuous lines and Fritz's consequent attentions!

* * *

GARTERS WITH celluloid fastenings and rings in place of metal are now offered in Montreal. The celluloid offers a smoother surface and less opportunity for the catching of loose threads, but has the disadvantage of presenting a larger surface.

* * *

ALTHOUGH BATHING suit lines are more or less staple, novelties are constantly being originated by the manufacturers. One which is a novelty for this season and for which a popular demand seems to be assured is of one piece and is readily put on and removed. The skirt is attached below the natural waistline and is not nearly so likely to ruffle up around the body while in the water as the kind that has the skirt attached higher.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

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HAVE YOU A LITTLE SECRET?

HAVE you a little secret in your store? The reason why the question is put is because of an incident noticed recently, which might be duplicated in every city in the country, every day. A man was walking down the main street, and paused to look at a very attractive window which caught his eye. He was with a friend, and remarked upon the apparent excellence of some neckwear displayed. He was on the point of going in to buy, when he saw there was no price ticket on the tie he wanted, nor indeed, for the matter of that, on any article in the window. Instead of buying—though he wanted that tie—he walked away, very much annoyed at the dealer who didn't let his customers know the price of what he had for sale, before they went into the store. This lack is a foolish one. What is the idea? Had the dealer a secret? Was the question of the price of his goods so ticklish a one that he couldn't tell customers who were looking at his windows what was one of the most important details? The wise dealer does not do this sort of thing. He knows that no-price-tag has lost innumerable customers for innumerable dealers. Mark your goods, all of them, always.

THE TOO-EARLY BIRD

IN a certain city recently a dealer whose sale is largely of hats and caps, had his windows emblazoned with signs announcing his stock of new Spring hats "now selling." This was in the second week in January. It was an instance of the too-early bird. While it is true that the early bird gets the worm, it is as well not to hurry matters. This dealer, possibly, will be showing straws by the first of March; you never know; if Spring hats are for sale as early as the second week in January, straws might be featured that early. It is just as foolish for a men's wear man to be too early as it is for him to be too late. What is the effect of a policy like this? A man goes in, buys a Spring hat, and starts in to wear it right away. First of all, it is probably too light in shade. Probably it is not sufficiently hardy for the snow that has still to come. Moreover, its wearer, by wearing it prematurely, takes off the freshness and by the time Spring does come along it is impaired some, though not sufficiently to warrant him getting a new one. No wise retailer tries to sell so far ahead as this, just as no sensible retailer would want to feature fur coats in the midst of August. In brief, the too-early bird would not get the average worm.

TAX ENEMY GOODS

A MERCHANDISE manager, than whom few have larger responsibilities in this country, was discussing with The Review the position of German goods in Canada after the war.

"In one year after peace is signed, public hostility, in my opinion, will have subsided to such an extent as to permit general trading in German goods," he declared. "More than that, an attempt will be made to flood this country, as others, with stocks that are said to be accumulating there by the billions. A man's next-door neighbor may buy at cut prices and offer better values than you can do. In self-defence you would be compelled to follow suit, and there you are.

"No, the only possible remedy, the only effectual protection to the new industries of this country and England, and our other Allies, is for the Government to place a heavy tax on all German and Austrian goods entering the country."

Unquestionably, he was right, and it will be the duty shortly of the Government of Canada to call into consultation the business men, retailers as well as manufacturers, to formulate plans whereby a moral and military victory be not in part counterbalanced by commercial losses.

At a recent meeting of the Textile Trade Section of the London Chamber of Commerce a resolution was passed, "That it is advisable that steps be taken to consider the possibility of effective action to lessen the sale of enemy goods in Great Britain and Ireland after the termination of hostilities."

That German goods are coming into England still—and Canada—is certain. Instances were drawn to the attention of the British Government that two consuls had passed upon fabric gloves that actually had the label, "Made in Saxony" still attached, and others, marked, "Made in Holland," and "Made in Switzerland," with the original label still on.

EDITORIAL BRIEFS

THE NEW fancy handkerchiefs which New Yorkers are wearing are so ornate they could also be used as table centres.

* * *

READ CAREFULLY the leading article in this issue. They are all good, of course, but this is specially good.

* * *

THE OPPORTUNITY of a lifetime should be seized in the lifetime of the opportunity. Get in on military orders.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

THIS is just between seasons. Everybody has had a whale of a holiday business, and, as I write this, it is the turn of the year and the stores are feeling the usual post-Christmas dearth of activity and sales. But men's wear men generally had such a good Christmas trade that they are not kicking any at the little bit of quietness that follows after. In addition to there being a certain quietness so far as sales are concerned, there is also a lack of novelty at this time of the year for a short time, and therefore there is not so much showing in the way of new things in the stores as, say, a month later on.

A Freak Tie

Some things there are though that are new nevertheless. One of these may be seen in the Annex of T. Eaton Co. This is a tie, the pattern of which is a scroll effect, and which runs in rings or circles and across which is described the figures of 1916 in rather large digits. This is something new. The tie can be gotten in several qualities and several different designs although they are usually scrolls. Colors run in a wide range but they are all more or less dark; dark—red, green, purple, brown and that sort of thing. The figures 1916 are worked out, usually, in black. Although this is, as one of the salesman said, rather freakish, there has nevertheless been quite a big holiday demand for it and dozens have been sold. It runs I believe in a 75c line.

Modish Suits

I think, in this column, before, I have remarked upon one of the most modish lounge suits, a blue soft cloth with a pin wire stripe. This is exemplified once more in the window of 'Fashion Craft' which shows a nice soft cloth of a blue shade where the pin wire stripe is at intervals of about one inch. This seems to me to be a very dressy kind of suit. By the by, this suit too was a little new in its cut. Corroborating what I hinted at in this magazine some time ago this model was a three-button affair, with the lapels shorter and narrower and meeting at a spot which was considerably nearer the bottom of the opening of the waistcoat than lapels have been for some years. There was no cuff at all on the sleeves, and, if I remember rightly, there was none on the pants. The waistcoat was cut fairly low.

Fleece-Lined Slippers

In the Jaeger store there were a number of very attractive things for men, one of which was some fleece-lined slippers. These were in brown leather and were of the long variety which keep the ankles warm. The lining, which was the feature of them, was of white fleece, and, as everything which this concern puts out, was very warm and comfortable, if somewhat expensive. Slippers are a thing which a man wears presumably for comfort and not for ornament and certainly he would find comfort in this pair.

As to Dress Ties

I see that Stanley & Bosworth are following New York very closely in their ideas on dress suits and appurtenances. They have some dress ties in the window which are like those described by MacLean of New York in his last letter. These are white crepes, and of the wide end variety. Some of them are figured some are plain. One or two have the forked end, while others have the plain end, but are very wide. This seems to be a feature of this year's dress tie. The long and narrow tie seems to have vanished, and in its place is the wide-end variety. There were some others in this window too which were new. These were grey with a little segment of black cut in at either side of the bow of black, or it might be worked the other way: that is a black ground with a little segment of grey put in on either side of the bow of black. This is something more or less new.

Multifarious Mufflers

As one goes up and down the streets one is struck by the number of men who are wearing the new mufflers. These of course can be gotten in designs and colors as multifarious as the sand on the seashore. It looks as if everybody's wife had given him a muffler for Christmas. The stores are showing some very attractive things in this regard and Hickey's have a particularly nice range. These are either foulards or crepes with the wide tasseled ends, worked out in rich Oriental designs or in tapestry effects. The colors are, for the most part, fairly dark and in every case blending beautifully. The latest fad is to wear a tie of the same material as the muffler. Some stores are showing how this can be done and are showing both ties and mufflers together in their windows. This is an idea which may just catch the eye of the man who wants to be a little distinct.

The Dressy Crepe

If anybody can tell me of a nicer thing than crepe for a tie I shall be glad to hear it. It always seems to me that a crepe de chine tie is both dressy and rich looking, yet always exceptionally good-looking. I see that Bilton's are showing some of these. They run chiefly in colors fairly dark—maroon, brown, blue, but I suppose one can get this kind of tie in black too. The black is possibly the best of the lot. The crepe tie has a softness and and attractiveness in the way of the hang of it that no other ties that I know of have. It used to be an old-fashioned rule, by the by, in England years ago that the only thing to wear for a grey lounge suit was a black crepe tie and a gold stick pin, very plain, such as the ordinary safety pin, in fact. For my own part I hope crepe ties are coming in again, because they have always appealed to me as a mighty dressy tie for a man to wear.

Ye Fancy Vest

Commenting on the vogue of fancy vests about which I remarked in the last issue, I see that Score's are showing some all wool vests with leather buttons. This leather button is creeping into Canada in a number of ways. I don't doubt but that the officer's uniform has done something to popularize it. I see that a great many men are wearing vests with this leather button and a great many more are wearing an overcoat with leather buttons. The leather button is certainly a little 'et cetera' which gives that touch of piquancy which every smart dresser is supposed to be after.

Maclean, Toronto.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

ALL the talk here is of increased business: Knit goods have had a splendid run. Practically all the Montreal shops are advertising clearance sales from the ultra-smart St. Catherines and St. James St. places to the nondescript establishments in the dark by-ways.

The displays are mostly of the well-established lines left over from the Xmas rush, while the men behind the windows recover their breath for the pushing of Spring lines. Shirts and hats predominate in most windows leavened by the usual sprinkling of collars, canes and ties. No soft shirts nor French cuffs are to be observed. No hats other than felts, a few velours and sports are shown in the smartest shops.

Skating Attire Shown

As a result of social impetus to skating, all the fancy sports goods are being prominently featured. Roman stripes are very noticeable wherever tastefully possible, chiefly in ties and scarfs.

Contrasts in Shirts

Case shows a clever contrast in two windows of opposite types of shirts. One containing the shirt 'par excellence' for the well dressed man contains only those of quiet colors and fine lines. Altogether of the staid variety but of a richness. The other window appeals to the less discriminating taste of the younger man. The shirts in this window are in all the solid colors, varying from yellow to red. Several in the darker shades were streaked with very narrow bands of white and, in the lighter, with black or variegated colors.

Ties Broad and Bright

Possibly owing to the contrasting favor in which quiet shirts are at present, multi-colored ties are having a great run and all the shops give them prominent place. Roman stripes, large checks and plaids and solid, bright colors predominate, with a sprinkling of flowered design. Black and white figures are also very popular.

Felt Hats Shown

Felt hats are chiefly shown. Of Romans, only one velours, and that of a dull brown was noticed. All the hats were dark and with very few exceptions were of the side bow variety: The narrow bow at that. The indications point that way in the light colors for Spring. Buyers are awaiting the last possible moment to give the styles an opportunity to define themselves before going to New York to pick out March deliveries.

One-Color Bath Robes

In Mark's three stores the windows run the gamut from bath robes to evening dress. In contradistinction to the usual run of bath robes he offers a variety in solid colors inside and out. One of a dark grey had lapels and lining of bright green.

Pyjamas Now a Staple

Pyjamas, wherever shown, are quiet in color, very much on the same patterns as the less obtrusive shirts in narrow stripes. One dealer to a high-class trade gives dollar and a half flannelette pyjamas first place in his window, but says that he invariably works the intending purchaser up to buying the more expensive variety.

Dark, Rich Overcoats

At Max Beauvais' the windows are largely featuring smart overcoats in the various shades of brown and blue with the latter preponderant.

Guiding the Celestial

Some of the lightweight semi-stiff shirts that will soon be offered for the Spring trade in Montreal shops have a direction of common-sense genius printed in with the size and maker's name. "This collar must be starched." This is to avoid any misapprehension that may occur to the Celestial mind of any "Heathen Chinee" that so fragile and dainty appearing a collar will not take the starch.

In R. J. Tooke's display of hats was noticed another variation of the craze for color contrasts. In this case the effect was obtained by using a heavy silver colored card on a natty dark grey hat with a black band.

A smart military rain coat in both black and khaki is now being offered the trade here. The cape is waist length and particularly meant to appeal to those who seek the military effect.

Riley Hearn is showing the cheaper grade of ash sticks which when smartened up by a cap and perhaps a band of metal is a smartly practical looking stick for informal tramps. No fear of scratching that.

The Braided Glove

Case is laying especial stress on his braided self color glove in both the chamois and the darker colors. It adds a touch of distinction that is not usually found in manufacturers' stocks and is a direct result of the retailers' demand for distinctiveness. This store emphasizes the sloping top collar while deprecating a too close following of bizarre shapes.

R. J. Tooke is devoting his entire window space in the St. Catherines street store to a sale of Scotch woolen scarfs.

Collar Styles

The whole situation in collars may be summed up as quiet in so far as styles are concerned. There is more of a settled look about this line than is usually noticeable in so important a part of men's wear. The trade has apparently settled upon the most promising of the present styles as quite acceptable to it. A development in soft collars that promises to correspond to that in their counterpart in the shirt line is in progress. The tendency toward soft collars, lately neglected, has now taken a most decided turn and promises to place that article back on the pinnacle it occupied a few years ago. In the stiff shapes the greatest change that affects all styles is probably the collar that slopes down from rear to the front on top. This is a practical touch that cannot help but make its way. The demand for the wing collar, always good, will probably increase in sympathy with the sales of the bow ties which it sets off so very well.

Maclean, Montreal.

THIS MONTH'S PRIZE-WINNING WINDOW

Hay & McCarthy, of Toronto, had this Christmas window, which won Men's Wear Review Prize this month.

THE COMPETITION

In accordance with our notice in the January MEN'S WEAR REVIEW, *readers from far and near sent in photographs of their windows as entries for our window trimming competition.*

There were many excellent windows, some of them dealing with Christmas; some not. They reflected great credit, all of them, upon the men who dressed them and the stores who showed them.

The award has been made, and the prize is won by a Toronto window trimmer. To him has gone the five dollars, plus a dollar and a half for the photograph.

Several other photos have been retained, and to the men who sent them in has gone a dollar and a half for the picture.

This competition continues every month. Get busy and send in your window. We don't mind if you have only small window-space; if the display is good, if you have made the most of it, you stand a chance of the prize. Whether you are in a small town or a big city, it's all the same to the judges. The man in the small town can do just as much, pro rata, with the facilities he has, as the man in the large town.

Send in your window, and send it EARLY.

—The Editor.

THE PRIZE WINNER

The retailer who won the prize in this month's competition was

HAY & McCARTHY
TORONTO

As the photograph shows, this was an excellent display. The main idea was to show complete range of Christmas gifts, and apparently this was appreciated. The red background of mock-tiles was a happy thought; it induced the Christmassy feeling and developed the goods, which stood out against it. A good feature was that every article was ticketed. Green and red decorations were used though not too freely. Good effects were obtained by the fancy boxes. Hay & McCarthy claim it as a very successful window, and certainly it has all the elements which make for success.

BUY ANYTHING YOU CAN

That is the Hosiery Outlook of To-day—Unheard of Demands at Unprecedented Prices —A Buyer's Experience.

Special to The Review by L. TRACY, Mgr. Furnishings Dept., Tooke Bros., Limited, Montreal.

THE hosiery market to-day is in a condition that may be summed up in one word—Awful.

I have just returned from a buying trip to Leicester, that great centre of the hosiery industry of England and the world. I was more of a suppliant than I was sought after. I purchased and wheedled bills of goods out of houses on the score of old friendships and other bills in other days. With it all, the prices have gone up and are going up every day. The manufacturers now refuse to book ahead under any condition and the poor buyer must simply snap up whatever is in sight and be content. A mere matter of style or price counts for nothing. There is an actual shortage of the raw material and a large part of the present production equipment is working on the abnormal army demand. After having been in first hand contact with the situation there as it exists to-day, even a Canadian buyer cannot help but sympathize with the English manufacturers.

Creating a New Industry

The first jolt they received on the outbreak of war was typical. It meant the creation of a new industry to keep their own going. That was because the bulk of the spinning had been done in the devastated war area of Belgium and Northern France. So they recreated that industry in England. They have no idea of what the cost of the material that will go into future orders will be. He is between the devil and the deep blue sea—on one side impatient buyers clamoring for goods and brimming over with orders for Spring, Summer and Fall delivery and a Government that demands he fill its orders. On the other side he has a rising market in all his raw material and an actual shortage so acute that the present stocks are nil and the future production dependent on inexperienced hands woefully uncertain.

Cause of Concern

Yarns and dies are his chief cause of concern. The dyers refuse to even quote prices to him. He simply accepts the order, files it away with a host of others, stores the socks, dyes them when and if he can and then sends in a bill based on the latest fluctuation of the market. He simply refuses to talk price until the job is done. "If this is not satisfactory," he says in effect, "Go elsewhere," well knowing that the manufacturer has no other place to go. Naturally, he stays.

In yarns, wool is higher than it has ever been and is rising under a very good demand. The home demand in England is unprecedented. Aside from the vast army orders direct and indirect ranging from contractors' supplies to Sister Susie's sewing, there is such a great era of prosperity amongst the working classes of England to-day that the best is none too good for those who have hitherto lived a life of strenuous self-denial.

Wages Higher

The wages in the hosiery mills are also much higher but that is a mere detail, one of several in comparison with shortage of material on one side and excessive demand on the other. And a third is looming up. Labor already high is about to become very scarce. The five groups of the Derby scheme will eventually absorb the bulk of the male workers in the mills to-day. Unlike munitions and other vital industries of the war, the hosiery mills cannot expect any discrimination favorable to them when all the available men are called to the colors.

Another of the incidental additions to manufacturers' costs is the matter of the empties. In pre-war days the empty packing cases were returned to the factories by the railroads at a nominal charge. To-day the railroads refuse to haul them at any price. Result, a lot of waste in packing cases and an advance all round because of this wastage.

Personally I was so impressed with this condition that I have described that I simply bought up whatever I could of the stocks in sight and considered myself lucky at that. When I asked for opinions about April and May buying, I met with nothing but the gloomiest of prognostications and was advised not to come, that it would not be worth my while. This from manufacturer to buyer.

No relief from these conditions can be hoped for in America. In Canada we cannot get the yarns. The production here is like a drop in a bucket of water. We must go to England for our tops and that brings us back and dependent on English conditions. A certain amount of American cashmeres have been sold here but the manufacturers there are at the end of their tether as the following letter from the selling agent of a manufacturer illustrates:

"We are, however, in receipt of a letter from the mills in answer to our repeated inquiries in which they state that at the present time they find it practically impossible to obtain any deliveries of the cheap yarns that are used in these goods and that it is impossible also to obtain any of the dye stuffs with which to dye same and it is absolutely impossible for them to state when they will be able to deliver the samples and they cannot guarantee to deliver the merchandise."

Still the Canadian wholesaler and retailer says: "I won't bother with English hosiery the way things are. I'll get mine down in the States."

He will too, in the neck.

Some are wise enough to size this situation up unaided, though a customer of ours who is usually of a truculent nature was quoted a low quality sock at a high figure by us. Two months ago he would have repulsed us with scorn, to-day he only writes back and inquiries mildly if we cannot make a slightly better price.

Wholesalers going to England must go there with their minds made up to buy and buy at once without heckling and choosing. Retailers in Canada must do the same thing. We are now buying goods for immediate delivery that heretofore we have ordered for December delivery. I cannot say more.

Any retailer who can get cashmere or worsted half hose to take into stock at once instead of endeavoring to buy them for later delivery is playing the safe game. In the latter event he will find that he simply will not get the goods, and it will be too late to duplicate.

Good Copy for Your Ads

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the Winter campaign. Each is intended for single column, 7 inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.

Before Lent

There's always a rush to get in as many social obligations as possible—the rush is on.

You'll need full dress accessories of various kinds, may even need a new full dress suit. Whether your requirements are large or small, we will be pleased to have the favor of a call from you to inspect our pre-Lenten showing.

Give us five days and we can hand you as smart a suit as you ever dreamed of, and at a saving in price. We have the agency for ——— Tailored-to-measure clothes. Call and look over our samples.

(Firm name and address)

That Sweater Coat

You had hoped to get early in the Season but which you were delayed in getting on account of Christmas and its many extra calls on your bank account, is now ready for you and at a price you can well afford.

We have just sorted our stock with some attractive lines—lines that are attractive in style as well as price, and are now offering them as a midwinter attraction to the young man and the older man too.

There's a style and a grade in our knitted coats to suit every fancy — no matter how conservative the taste or elaborate the ideas.

Step in and look the range over.

(Firm name and address)

"Some Tie"

That's the popular mode of expression when the young man's admiring glance rests on the new big shape tie we are showing this week.

It's the most liberally made piece of neckwear we have ever seen, and it's well made, too. A real tie for the popular price of 75c, made of exquisitely patterned silks of fine quality with the "Slide-where-you-want-it" neckband.

See our window display to-night. Ask your friends to take a jaunt around too.

(Firm name and address)

OF A PERSONAL NATURE

G. H. Boulanger, of Montreal, men's furnisher, suffered loss by fire recently.

* * *

A. A. Sandeman, of the Fit-Reform Wardrobe, Montreal, has returned from a buying trip to England.

* * *

L. Gittleson, formerly with Samuel Wener & Co., Montreal, has joined the American Boys' Attire Co., as a partner with Mr. L. Feigin, formerly proprietor.

Geo. E. Pearson, Associate Editor of Men's Wear Review, who has been invalided home, and has resumed his duties on the editorial staff of MacLean Publishing Company. Mr. Pearson enlisted with the Princess Patricia Light Infantry in August, 1914, served for five months with them on the firing line, and entered hospital in May of last year. Mr. Pearson has so far recovered as to be able to take up the duties of civil life, and will be located at the Montreal office of Men's Wear Review.

In a series of talks on salesmanship at the Toronto Y.M.C.A., Mr. Frank Stollery is due to speak on "What A Salesman Should Know About Ties."

* * *

William Hodgins, who has been employed as cutter at the Nicholas Tailoring Co. factory, Stratford, for many years, and, who is well known in the city, has added his name as a recruit for the 110th Battalion.

* * *

Mr. W. H. Dickin, who had been manager of the Walters & Co. shoe store at Goderich, has gone to Guelph as assistant manager of the clothing and furnishings department of the G. H. Ryan Co.'s big store.

* * *

The gent's furnishing store of E. G. Wellwood, Charlotte street, Peterboro, was badly gutted by fire recently. The cause of the fire is unknown. The damage will be considerable, and will be partly covered by insurance.

* * *

Calhoun's Ltd., were incorporated in October, in Winnipeg, with a capital of $10,000 to handle men's and boys' hats and caps. This same company has a similar store in Calgary under the name of Tom Campbell, as well as one in Vancouver. Their Winnipeg store is located on Portage Ave.

* * *

It will be good news to very many in the men's wear trade, to learn that Mr. Thomas Jackson, of the Jackson Mfg. Co., Limited, Clinton, Ont., is back at the office again, having recovered from the illness which made an operation necessary early in September.

* * *

Mr. W. C. Crawford has moved his tailoring business from the building south of the laundry to the building alongside of Dayman's Fruit Store, in Whitewood. Mr. Crawford has succeeded in establishing a splendid tailoring business in Whitewood, and to accommodate his growing trade was obliged to secure better quarters.

* * *

Mr. Dawson, the shirt buyer for Tooke Bros., is at present in Europe on a buying expedition. His return is eagerly awaited by his confreres who are assured beforehand of all the interesting details of merchandising under difficulties. The buyer in Europe to-day is becoming more or less of a tactician according to the tales of scarce stocks that come over the Atlantic.

* * *

J. M. Baker, formerly general manager of the Calgary stores of the Hudson's Bay Company, has formed a partnership with H. L. Robbins, until recently manager of the clothing and men's furnishing departments of the company. The new firm is to be known as Baker & Robbins, and will open for business about February 1 in the store on the south side of Eighth avenue now occupied by Young & Kennedy.

The firm will carry a complete stock of clothing and men's furnishings and with Mr. Baker's large acquaintance, his general business ability and knowledge of conditions and Mr. Robbins' long experience in this particular line it is to be expected that the new Calgary firm will do a large business from the outset.

* * *

In the civic elections at the commencement of the year, the men's wear and allied trades certainly seem to have done well. Returns compiled for Ontario show two mayors, and a number of councillors, aldermen and so on.

As to mayors, J. F. Craig, of Barrie, a tailor, is one, and J. F. Montgomery, of Smith's Falls, also a tailor, is another. The following tailors and furnishers are councillors: James L. Armitage, Kincardine, Ont.; B. W. Cox, Leamington, Ont.; J. W. Patterson, Petrolea, Ont.; J. A. McArthur, Renfrew, Ont.; Fred. Vansuben, Listowel, Ont.; J. P. Wells, Orillia, Ont..

The aldermen are: F. H. Bonneville, of Petrolea; John Bradley, of Harriston and E. Laroche, of Ottawa.

KNITTED GOODS

BUYING MIXTURES OR RETAINING QUALITY?

IN preparing for this department in this issue a member of the staff of Men's Wear Review visited a number of mills to secure first-hand information as to conditions, prices and output.

While there are some interesting new lines in sweater coats and underwear, this element naturally assumes secondary importance in a season when the question of price towers above every other consideration. Price, and, we should add, substitution of cotton to avoid the high cost level that would otherwise be forced were the all-wool article of 1915 to be maintained. This double-barreled range of prices, this all-wool or mixture alternative, is, as was indicated several months ago in The Review, the noticeable feature of the knitted goods market for Fall, 1916.

All-Wool, $68; Mixture, $54

Let us illustrate. One mill has a 3-lb. sweater coat that sold, all-wool, last Fall for $45. They have the same line again, but you have your choice. You hold out for all-wool, they hold out for $68 a dozen; if you permit a mixture of cotton, you can have it, not for the old price, but an advance of $9 or $54. This is logical. If yarn is up 30, 40 or 50 cents a pound and sweater coats weigh from 18 to 36 lbs. a dozen the advance for yarn alone would run $5.40 to $18 a dozen.

Take another case, involving lower figures. A range of hosiery was selling, according to sizes—for it began in children's, at $4.50, $5 and $6 a dozen. If you insist on all-wool, up you must go to $6.80, $7 and $9. But if you are content to take a mixture, or "percentage wool" as it sometimes is styled, you can get the $4.50 line for $5.25; the $5 line for $5.50 and the $6 line for $6, just as before.

The most extreme case that has reached our notice is cashmere hosiery made entirely of cotton! There it is, labeled "cashmere" on the sole, and not a thread of wool in it. We asked the importer what he was going to do, "Ship it back?"

"Can't Do Any Better—at the Price"

"Oh, no, why should we? We can't do any better."

"And the retailer—your customer?"

"He'll accept it; he can't do any better—at the price."

There you are!

The retailer is thus up against the biggest problem of his career, dealt with elsewhere in this issue, for it does not affect knitted goods alone.

Shall he maintain the price, the old standard, 25, 50, 75c and $1, or is it not time he broke away, bought the old-time quality, or a much closer approximation to it than the 50-50 lines—or sometimes 0-100—that are on the market to-day?

Will the Public Stand For It?

The retailer answers promptly: "The public won't stand for it." But they are coming to it in the United States, and they never had standard prices in England. Or perhaps it is more correct to say that the "jumps" between one price and another were shorter, 2d. or 3d. usually so that medium advances could be adjusted more simply. But in Canada it must be $2.10, $2.15 or $2.25 to sell at 25 cents; the next gap cannot be 75c to make $3, but it needs must be $4, $4.25 or $4.50 to sell at 50 cents.

If the price of raw material goes up—no matter. Degrade the article to keep it down to $2.25, or, better still,

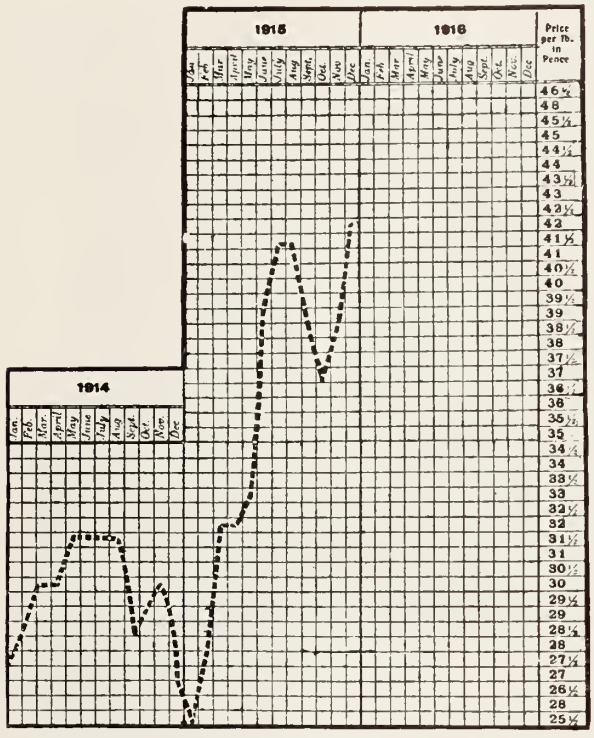
(Continued on page 46.)

1916 NOVELTY IN SWEATER COATS

This is one of the "new things" that is being brought out for next Fall in men's sweater coats, a notched collar, following the style of the regular tailored coat. When buttoned up it has the military effect, as shown in small inset. Shown by Harvey Knitting Co.

HOW WOOL CHART LINE MOUNTED UPWARDS

IT is difficult to obtain any definite idea of the movements in the wool market from the daily cablede accounts of the price of wool on the London markets. Such and-such are easier, we read, or show an advance of 5 to 10 per cent. For a time, even, last fall there was a feeling that there was a surplus of wool on hand, that the mills and War Office were far ahead of requirements in khaki uniforms underwear and socks, and that there would be no complications so far as wool was concerned. The chart published herewith shows the sudden slump in prices of the finer wools, 60s Botany Tops, and also in 40s, Crossbred Tops. But this was a matter of weeks only and The Review has yet to hear of a single Canadian mill that "got in on the ground floor" during this slump. Most



This chart, published by courtesy of the Yorkshire Observer, Bradford, England, shows the fluctuations of 60s Botany tops during 1914 and 1915. Last year they rose from 25½d. to 42½d. per lb., and in January were still higher.

of them were like a woman witness recently in the trial of a Western land deal who declared she was "three or four stories up."

Rapid Rise Since October

Events that forecast a tremendous extra demand were following fast. Lord Derby's enlistment scheme was in full swing and visions of a British army of 5,000,000 became a very near reality. The embargo on export from Australia and New Zealand, save through the London market was clapped on again, and the hungry American buyers once more driven to London. Up soared prices, steadily week by week, until between the middle of October and the middle of December, 60s Botany Tops jumped from 37d. to 42½d. And this same grade—what may be called an intermediate stage between wool and yarn—had been down to 25½d the previous January! Thus within twelve months the advance had been 66 2/3 per cent.! What wonder, then, if sweater coats, underwear and hosiery have gone up $6, $8, $12, $20 a dozen in one case or 25 cents a suit in another?

The fluctuations referred to are the official figures published by the Yorkshire "Observer" of Bradford, in its annual review of the wool markets, from the standpoint of the biggest yarn centre in the world.

Up From 29 to 52 Cents

Take another grade of tops, ones used more in Canada than the finer Botany wool, namely, 40s Crossbreds. As The Review has pointed out before, the price graduations on these have been more regular during the war—and mostly upwards. These wools, a coarser line, were used chiefly for khaki, and were in keen demand from the outset. In December, 1913, they were down to 14½d., but at the opening of the war, August, 1914, were 16d. There was a sharp advance and by December the price had reached 19½d. and from then until April the chart line is straight, registering at that time 26d. When the rush of khaki manufacturer was over the price eased off, dropping as low as 23d. in October. Since then, however, like Botanies, the market has shown a steady advance and the high point of 26d. has again been reached.

Dyers, Spinners, Etc., Take Their Toll

This brief review of prices in what may be called the "primary" markets takes into consideration only one of many elements that determine the settlement of prices of knitted goods to the retailer. Not only is the wool higher, but the spinners, loaded up with orders that the Continental mills had filled to a considerable extent before, added the inevitable premium that is the penalty where supply falls short of demand. Then came the dyers, charging 15, 20 or 25 cents a lb. where 3, 4, 5 or 6 cents was charged before. Afterwards came the higher transportation charges, insurance and the special war tax of 5 or 7½ per cent. and it does not require much close figuring to realize the conditions that lie behind the alterations in the price lists of knitted goods for the Fall of 1915 and of 1916.

How do these elements work out in the cost of yarns laid down in Canada? The variations are simply bewildering. There is no uniformity once the wool leaves the market, and, of course, none there taking one day with another. Some mills buy the wool in the partially prepared form of tops, then spin and dye it. Others buy as yarn and either dye themselves or get it dyed outside. Others again buy it as yarn dyed ready for use. Some prices of dyes vary 200, 300 and even 1,000 per cent. taken one lot with another, and when it is considered that some of these top-priced goods are adulterated as high as 90 per cent., one ceases to look for uniformity in yarn quotations.

Wash Hosiery Before Wearing

One other point as illustration: an aniline dye "worked" with one treatment; the vegetable dyes require two or three, and some mills have been forced to work all night to complete the day's "batch." And, after it is all over, they are forced to send out notices to the trade that they will not guarantee any of their goods so far as dye is concerned, and some urge consumers to wash out hosiery before using in order to get rid of superfluous discolored matter that otherwise would stain the skin!

Truly it is a merry game!

(Continued on page 46.)

PRICE COMPARISONS: FALL 1916 vs. FALL 1915

SWEATER COATS

	FALL, 1915	FALL, 1916
1.	$45	$54 (All wool $68)
2.	$42	$48
3.	$24	$30
4.	$27	$32
5.	$32	$39
6.	$37	$42
7.	$36	$44
8.	$39	$48
9.	$48	$60

UNDERWEAR

	FALL, 1915	FALL, 1916
1.	$ 9.00	$13.50
2.	$13.50	$18.00
3.	$ 6.50	$ 8.50

HOSIERY

	FALL, 1915	FALL, 1916
1.	$2.75	$4.00
2.	$2.25	$2.60 (off)
3.	(Silk and Wool).. $4.00	$5.00
4.	(Children's) $6.00	$9.00
5.	(Children's) $5.00	$7.00
6.	(Children's) $4.50	$6.80

A line of cotton mixed to replace the all-wool of last year ranges $6, $5.50 and $5.25 respectively in place of $9, $7 and $6.80 for the all-wool.

GLOVES

	FALL, 1915	FALL, 1916
1.	$4.25	$6.00 (Wool) $4.25 (Cotton mixed)
2.	$3.50	$4.50 $3.75 (Cotton mixed)
3.	$2.25	$3.00

CAPS

	FALL, 1915	FALL, 1916
1.	$6.00	$7.50

CONDITIONS SUPPORT EARLY BUYING POLICY

LET us go to the Mail Order Houses for a text, a sermon and its application. Early in the war, when the most of the business houses of the country were experiencing lessened sales, reports came of the M.O. houses increasing their turnovers. This became more marked as conditions of prices and delivery grew more serious. What was the explanation?

Simply this. The smaller retail stores throughout the country did not have the stocks the people wanted, and they succumbed to the attractive illustrations and word-pictures of the M.O. catalogues.

What policy of the M.O. houses lay behind this position of preparedness, this possession of stocks on the shelves? Simply the placing of early orders; leaving nothing to chance; taking advantage of the knowledge that deliveries would be poor, and that delays must be forestalled wherever possible. They swooped down on the jobbers and the mills and cleaned up their available stocks of woolen goods, underwear, sweater coats, hosiery, linens, and all the rest that were tangled up by war conditions.

And they have kept on doing it! Late in January the head of a sweater coat mill told The Review that the buyer of a large store in Canada had come along and bought up all his old stock of sweater coats. Why? Just to be sure of delivery.

What are the big stores doing to-day? Buying their knitted goods, the whole stock they need without delay. They are stocking up in underwear, in hosiery, in sweater coats, because they realize that if they delay until the ordinary sorting season they cannot be sure of delivery, and they will be almost sure to pay more for these goods.

What we would say to the retailer is: Stock up now in knitted goods; they won't be lower for next Fall; ten chances to one they will be higher.

Wools have been advancing every week or so since October. At the January wool sales in London they were higher still. A few dyes are coming over from the States at very high prices, but no real relief is in sight. A new element has entered into the problem; scarcity of labor. One Canadian mill has lost twenty skilled spinners and knitters by enlistment; another half a dozen, and it is almost impossible to replace them. Enlistment has begun to be felt in Canadian labor circles as in England. War orders are keeping some mills here busy all night, and by next "sorting" time they may be loaded up again.

What the big buyers are doing is a pretty good policy for the smaller stores, and the big buyers are BUYING NOW.

Mercury Mills, Ltd., show underwear made from high-grade wool; made absolutely unshrinkable by special process.

**These lists do not pretend to cover all mills. They are presented here merely as examples of the advances, and the new element of cotton mixtures in the effort to maintain former prices as much as possible.*

SOME NEW LINES FOR FALL 1916

THERE is a curious contrast between the favorite colors for men and women in sweater coats for next Fall. Time was when they were interchangeable; now the ladies' is in dress fabrics run rather towards the delicate shades. Saxe blue, old rose, etc., with Paddy green as a high color that is either taken eagerly or ruthlessly cast aside. But men's the leading choice as manifest so far is for grey, whereat the dye buyers in the mills rejoice greatly. Probably the next in order is cardinal or maroon, the old-time choices, but here it is increasingly difficult to guarantee a supply of dyes. Khaki, that was thought a possible favorite, does not seem to be in keen demand, it is having a fair sale, and that lets it out.

So far as collars are concerned the shawl is the one most shown. It has had a long run but is neat, fairly warm, and seems likely to remain strong.

A New Style of Collar

A distinctly new idea in collars for next Fall is the one with the notch, illustrated in this issue. This follows out the style of the cloth garment, a daring innovation, but one that is taking well, and has much in its favor. It is claimed for it that it sits more flat, and is warmer than the roll of the other permits it to be.

In considering new knitted lines for Fall it is gratifying to note that several Canadian firms are going after the highest class demand in underwear, to replace imported lines that are very difficult to procure. In one case a mill imported a particularly fine, soft yarn for this purpose, and hopes to hold the field. It is turning out a garment that is warranted unshrinkable and of soft, fine texture.

Another firm in deciding on an all-wool or mixture for a line of underwear that had become well-known as an all-wool product under a brand name, decided to retain the all-wool, in spite of a necessary big advance in the selling price. This will cater, also, to the highest class trade.

Cotton Yarns Higher

Cotton goods for Summer may see an advance shortly owing to the changes in the raw cotton market and in cotton yarns. All cotton textiles have gone up but most of the yarn supplies required for Spring and Summer knit goods were already purchased by the mills. The yarn has gone up from 30 to 36 and 32 to 41 or 42 cents, but it will be the 1917 lines that will receive the chief benefit, always providing cotton stays up for the next six months.

WITH OUR ADVERTISERS

From Information Supplied by Sellers, But for Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible

Lightweight Collar With Button Links

On next page we show a new W., G. & R. Lightweight Collar, the King. The makers of this collar, it will be remembered, introduced Lightweight Collars to the trade in 1913, at a time when nothing of the kind had been on sale either in Canada or the United States.

Adding pearl button links gives the lightweight a new interest, and certainly a smartness that was lacking in the plain lightweights. The W., G. & R. line is shown with button links and with eyelets for linked pin.

There is something about the W. G. & R. Valor Collar that marks it as one that will be worn by careful dressers for years to come. The W. G. & R. people now announce a companion collar named the Shorncliffe, in 2¼ inch height which should prove every bit as good from a selling standpoint as the Valor. Deliveries of the Shorncliffe will be ready February the 15th.

A Successful Line

Tooke Bros. were so successful with their newly introduced line of men's cloth caps for Spring wear that they have decided to branch out into a full line and make a department of caps. To this end they are offering a big range in this line for next Fall.

ECHOES FROM THE CONVENTION

"Window dressing is the artistic expression of the good qualities of merchandise."—Display manager for R. H. Macy & Co.

BUYING MIXTURES OR RETAINING QUALITY?

(Continued from page 43)

de-grade it still more to make it $1.90 or $2.00, to allow us a decent profit, a mark-up of 50 per cent. on the cost, or one-third on the selling price.

Is the other alternative not a possibility? Some merchants have decided so, and are buying the all-wool goods. They are selling quality, with the old-time guarantee. They are abolishing the former standard of prices and explaining to their customers just how it is and those customers, now if any time, are prepared for those explanations. Try them out on the two grades, if you like, and see whether they will not—the bulk of them at least—prefer. and buy the all-wool, or better class grade of knitted goods.

HOW WOOL CHART LINE MOUNTED UPWARDS

(Continued from page 44)

Comparisons of Yarn Prices

One firm is paying $1.15 for Botany yarn that cost 85 cents a few months ago, $1 for a worsted instead of 74 cents.

Another $1.08 in place of 64 cents one year ago.

A third $1.50 for a very fine yarn that they paid 97 cents one year ago.

But in speaking of yarns it must not be forgotten that cotton is up too. The raw market has advanced 60 to 70 per cent. in the last six months and cotton yarns are up from 28-30 to 36-42½ cents.

Add one other element of uncertainty: Deliveries of yarn cannot be depended on; some already are six or eight months late; in many other cases only small percentages or allotments are made.

COLLARS & SHIRTS

THE semi-stiff collar has come to stay if the short sales history of it counts for anything. It is, of course, in the lightweight two and three-ply with links, and is now made in all the standard shapes that are suitable to links. In the lighter and softer varieties a dainty touch is added by the suggestion of soft outlines that the collar makes above the links in conforming to the bulge of the tie about the neck. These collars promise to be the ideal Summer collar, although so far they have only had a Fall trial. They promise to be very popular for Summer use not only in the plain varieties but also in the satin finish, the flowered designs, checks and suggestion of pique. They offer a very peculiar combination of real dressiness that is rarely seen in conjunction with the catering to Summer comfort.

Orders Coming In

The Crepe collar with the piped edges of black, that was put out in experimental fashion last Fall gives promise of a great degree of popularity for Spring. At the present moment retailers' orders are coming in faster than they can be cared for in the factories.

The pinchneck is as popular as ever, combining as it does modernity with comfort—instead of sacrificing the latter to the former.

In the fancier lines the shot cloth with figured designs and satin finish seems to be paramount. A great range to suit all tastes may be seen in these collars. The designs vary from plain spots to ornate shamrocks and elaborate designs in general. All of the collars mentioned include all shapes with special prominence probably given to the two extremes, the long-pointed ends and the wide open-space collar that shows the tie off well. Last year's open space to fit the tie, shape is also very popular. There is a very noticeable absence of closed front collars.

Confusing Variety of Shapes.

Considerable dissatisfaction is expressed amongst both manufacturers and retailers with the great and confusing variety of shapes that they claim the public demand makes necessary. On the other hand the average man is beginning to look askance on the rapid switching of styles. On all sides there is a notable trend of opinion towards a certain conservatism of both color and style.

The owner of one of Montreal's largest stores hit off current opinion on the subject very neatly when he said:—

"The collar I like best is an old style and I don't care what they say about the new styles, I am going to go ahead and wear it. I think a lot of other people are just about as stubborn and after all there are a whole lot of stubborn people like me that the merchants have to sell. It is not wise for us to try and foist any one new and extravagant model upon them too strongly."

In shirts the double soft French cuff gives promise of having a bigger sale than ever. Although at no time confined only to the use of the most advanced dressers. These shirts now have a very general demand over a great range of prices.

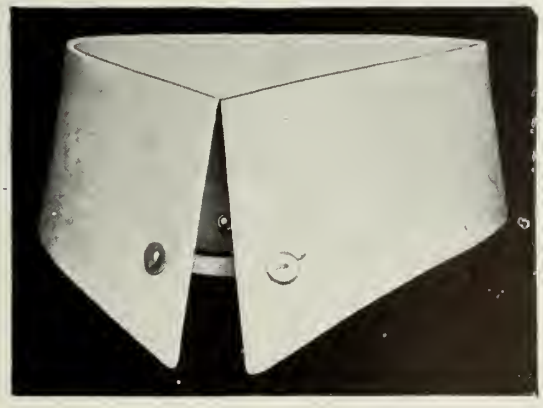
For sheer merit this shirt and cuff has rarely been equalled. And it is only on this merit that it holds its own in a market in which novelties are constantly seeking to edge their way in.

Plain Patterns in Soft Shirts

Plain stripes and taffetas, of course, hold their own in the soft shirts better than the more extreme patterns and materials. The crepe idea has pretty thoroughly extended into all manner of shirtings now. One concern offers some novelties in this line that include the idea of white bodies with inserted bosoms, piped in black, as well as several lines of white bodies with fancy trimmed pleats and cuffs. These are shown with both French and laundered cuffs and have been made up with an eye to the Easter trade. The French cuff's strong hold is nowhere better illustrated than in its absorption into novelties such as these described.

The dye situation in shirtings is becoming in common with all lines that are dependent upon dyes, more and more critical every day. The manufacturing and wholesale trade are unanimous in recommending retailers to protect themselves while they may. They maintain that there is every indication of substantial advances occurring before long. Their warning and insistence on this fact at present is of added significance owing to the fact that the same situation has arisen throughout the whole mercantile world in imported goods as a result of ship and raw material shortage.

Although some retailers are endeavoring to cover, there is no doubt that manufacturers are at their wit's ends. The retailer who is holding back now may yet find that the present values represent an opportunity.



A new light-weight collar, the King, with pearl button links and eyelets for stock-pin is put out by Williams, Green and Rome Company.

THE NARROWER LAPEL FOR FALL

Both Suits and Overcoats for Next Fall to Feature It — Lapels To Be Shorter, Too — Some Other Advance Details

THE time is drawing near when most manufacturers have their lines for Fall pretty well in hand and Summer features are pretty well decided. There are still some details to settle. It is full early for style indications for next Fall's suits and overcoats, but in the main these have been settled and it is possible to describe the main features at any rate. 'Men's Wear Review' has always been first in the field with indications and predictions anent styles in suits and overcoats and it is first again this year for next Fall.

Reversion to Narrow Lapel

The outstanding thing so far as style features are concerned is the reversion to the narrow lapel. This is undoubtedly the important item for the retailer to know with regard to styles for fall and winter. It will be remembered by readers of these columns that four or five months ago we hinted that in our opinion the very wide lapel had been somewhat done to death and also that the very long lapel had had a good run. In our September and again in our December issues, we pointed out that we thought by next Fall the styles would have materially altered and that the very narrow lapel and the fairly short lapel would be correct. The prediction has been amply justified. The narrow lapel is an important feature of the new Fall suit. This lapel is also shorter. It is true that some of the suits being shown have only two buttons, but while that is so it must be remembered that the bottom button is much further away from the bottom of the coat than has been the case for the last year, where the lapel was longer. In many cases suits for Fall will be worn with three buttons. Where there are only two, however, the bottom one will, as we say be much higher up and thus almost give the effect of a long skirt to the coat.

The Slanting Pocket

The lapel will, in itself be some inches shorter than last year. As to whether it will be peaked or straight does not at this time appear. This is one of the details still to be settled. Some manufacturers are going to make peaked lapels while others will keep to the square cut. Which will be the most popular is not yet decided. Another feature and one which is of growing importance is the tendency towards slanting pockets. This is very marked in many of the new models for Fall selling. It is seen both in the pocket with flaps and in pockets of the patch variety. The supposition is that the slant has a little touch of smartness. Many men in New York have had these slant pockets even for this winter and manufacturers over there report that the majority of their lounge suits are featuring this for Spring and also for next Fall wear.

A first showing to the trade of the overcoat style for 1916, Fall and Winter. Note the narrow and high lapel. This attractive model by Randall and Johnson, Toronto.

The vent on the sleeves is an open one and many of the sleeves have three buttons. Some have only two buttons but so far as we can ascertain at this present time the three button cuff is going to be popular. There will be no cuffs worn.

Now as to the vest, this will be without the lapel. There has been a growing feeling that the lapel on the vest has had a good run, a better run really than it ever deserved, and manufacturers do not feel inclined to go with this extra detail any longer. Personally, it is our opinion that the collar on the vest does not add anything to it at all and that vest is just as smart and dressy without it. Vests will be lower. This must of necessity be so because the vest will come to about the same point as the coat lapel and while the lapel on the coat is shorter this year to a considerable extent, still it is not so short that the bottom of it would only reach to the bottom of the vest we have known this last winter. The vest then, will be lower, and it will arrive at the point at which is the bottom of the lapel on the coat. There is little change in the pockets. As to the bottom of the vest, manufacturers differ. Some show a very sharply cut away vest at the bottom with the bottom button left unfastened

which is supposed to be the correct thing to do nowadays. Others do not have this very sharp line but the vest in fronts parts away at both sides, rather more slowly and gradually. This, however, is not a very significant detail.

Medium Width in Pants

So far as the pants are concerned there has been a certain tendency to swing back from the very narrow ones to the medium and rather wider one again. The exceptionally tight trouser has had its day for the present. It was perfectly natural when the pendulum swung from the very wide pants that we knew about four or five years ago, to the narrower ones that it should go the whole length, and for the last couple of years that we should have manufacturers producing the very tight trousers. We are, however, getting to something more medium and conservative and the pants outlined for Summer may be summed up in the words of one manufacturer "Neither wide nor narrow, nor narrow nor wide."

There is also a tendency to eliminate the cuff on the bottom of the pants. Now, this has been a style tendency for two or three seasons and it does not seem hitherto to have made a great deal of headway. It now appears, however, that there is an increasing number of manufacturers who are willing for the present to make up designs without this detail and try it out on the public. Opinion on one side holds that the cuff on the pants is an extra detail which is useful and dressy as well. On the other side it is considered that the uncuffed pant is just as attractive, in so far as the way in which it hangs over the boot is concerned, and is not as much trouble to make. There does seem to be a decided tendency towards relinquishing this detail in the make-up of pants and there are more manufacturers contemplating this for Fall and Winter than for some time.

As to materials and colors, we shall say more about these in our next issue. after the convention in New York, which will have an effect. In the meantime, however, we may remark that one design which is very attractive and which we saw recently was the very thinnest of hairline stripe in an almost light blue on a very dark blue or black background. Then very narrow stripes are being featured in some quarters. The pin-wire stripe on the navy blue in nice soft material is also looked upon as a possibility. Dark grey, it is hinted, will be one of the popular shades this Fall. So much, of course, depends upon the cloth situation so far as prices are affected, that manufacturers in their choice of cloth must be regulated by this consideration.

However, as we say, we shall deal with this more fully in our next issue.

Now to turn to overcoats; there are one or two important features here which are already decided while some minor ones are not yet determined upon. One is the question of the slack or loose coat and in this connection it looks at present as if the full box coat will have the advantage over the tight one. It is felt in most quarters that the form-fitting overcoat has had a fairly long run and we have already seen this Winter and for Spring a distinct attempt on the part of some manufacturers to bring back the loose overcoat for men of all ages. Particularly for the younger set, in the Fall, will be the full box coat, as distinct from the form-fitting one. Indeed we expect to see the looser coat popular too for the middle age man as well. There will, of course, be a few form-fitting coats made, and it is early days yet to say absolutely and positively that the loose coat will be the coat. Nevertheless every indication points this way at this writing and we give the opinion of many manufacturers along this line, for what it is worth.

The Clothing Model, getting back to nature, according to this idea from "Life," shows that clothes do *make the man—sometimes.*

The other important feature that the narrower and shorter lapel which we remarked on in the above mentioned, in connection with lounge coats is also going to be strong in overcoats too. There is a distinct tendency to swing from the very wide lapel which has been fashionable for this Winter and to some extent for Spring, back again to the very narrow lapel for Fall. There is a marked contrast between the model which we have seen for Fall recently and the models which we showed a year ago for this Winter. This tendency towards the narrower lapel does not mean that it is merely a litle narrower; it means that it is distinctly narrow. It is also much shorter and does not sweep down anything as far as the coat. Many coats made for Fall will be made with three buttons instead of two. Indeed, we venture to say, though our opinion is subject to revision, as further details are announced by manufacturers, that the three button coat will be more popular than the two. This is particularly the case for young men we think. A few coats are being made which are seamless having no seams on the sleeve, back or front! the sole relic at this writing of the Kimono coat. The shoulders are if anything a trifle wider.

The velvet collar will be fashionable to some extent. On the other hand a number of men, a greater number than this year, will forego it. There will be no belt on the back, nor do we expect to see many coats with cuffs. The loose coats for Fall will be rather more severe than we have seen for some time.

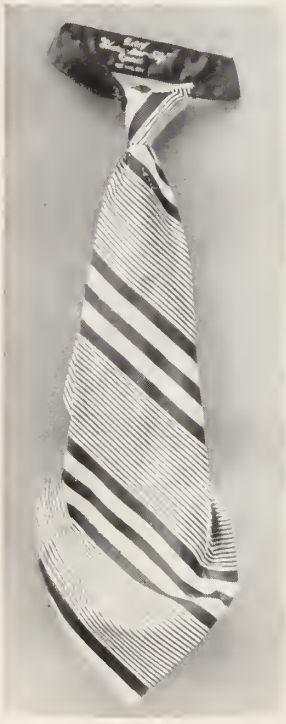
The situation in overcoats, so far as style indications are concerned is not yet so clearly defined as it is in suits. There will be more detail to add to this next month and, it may be, some correction. The indications are as we have given them and most manufacturers seem confident of two things; one is the narrower and higher lapel; the other is that the loose coat will be the first coat.

SOMETHING NEW IN GARTERS is a novelty from Bridgeport, Conn., which does away with fastening round the leg. It slips on over the boot.

NECKWEAR

TURNING to patterns in lines of Summer neckwear, the opinion is freely voiced that black and white effects in stripes will be very strong indeed. In one case we hear of a combination of mogodore and club stripes. We show an illustration of that on this page. All sorts of designs are shown along the line of black and white combinations. It is supposed that sentimentally the public is somewhat fond of black and white as a war tie. We have pointed out in these columns before, that in all war years, black and white combinations in neckwear and shirts are the strong thing. That opinion appears to be justified again. At the beginning of the war there was an immediate rush for black and white, and while it let up for a little time a few months afterwards, it has shown signs of entering the field again and getting a great bulk of orders. At any rate black and white is going to be strong for Summer and probably for Fall.

All-over patterns do not seem very much in demand at present. Preference along this line seems to be for a scroll or flower pattern worked in stripes, as a sort of super-design. We have seen some very neat ties of this kind. Bars running diagonally, in the form of stripes have been figured in different floral and leaf designs.



The feature of this black and white tie, from A. T. Reid & Co., is the satin band, satin both sides, making it "Shure-two-slip."

Bat Wings To Be Strong

It is predicted that bat wings will be very strong for Summer. These will be seen in bias stripes and in foulards and also in plain poplins. The most important will be the foulard, judging from present indications, while poplin will certainly have a good run. At this writing there is nothing very new as to the shape of a batwing. It is being put out in several different shapes; some are square at the ends and rather smaller than they were last year, while others are blunted at the ends after the manner of the batwing which is so popular in England. Comparatively few will be put out for Summer with the pointed ends.

Business in knitted ties remains very good with a marked preference as far as designs are concerned for stripes rather than plain colors.

Some of these stripe designs are regimental or club colors and are very attractive. Knitted ties on the whole are fairly bright; just about the only bright spot at present in neckwear colorings.

Eastern View of It.

The newest importation that needs to be seriously reckoned with in the tie line is a great combination of colors in Bouchie Filles. The material is overshot with an all-silk design that stands out prominently over the background colors. One display showed the new idea in six waves ranging through blue, brown, purple, cadet blue, green and royal. As usual in the Spring time blues give indication of being very strong this year. These colors are showing chiefly in the allover design but also include the old reliable Paisley and the more conservative varieties of stripes. The outstanding feature in these Bouchies is one of richness. Military stripes are also very popular.

Sterling Neckwear Company, featuring multi-colored stripes at wide intervals, show an attractive tie here in red, blue and yellow combination.

There is also a complete line of Printed Filles out in the way of coin shots on two-tone shot such as brown and purple, green and red, blue and gold on purple ground, purple and green on light green ground, purple and blue on gold ground, blue and brown and on Alice blue. This line is shown in twenty-four families of printed filles goods. In addition to the coin shots they are shown in small neat designs varying through the usual range of patterns and stripes. The Paisley idea is also used here in both the large and small designs.

* * *

THAT NEW YORK is going to wear very Summery ties is illustrated by the four-in-hand creations in Pongee silk, embroidered in high, fast colors, now showing. These are to accompany the light fabric suits.

* * *

FOLLOWING THE LEAD of some very conservative but modish dressers last Summer who wore an Alpine-shaped Panama, New York style authorities say this will be the young man's model for Spring and Summer.

BOYS' DEPARTMENT

BOYS' suits for Spring wear are following conservative and established lines as a direct result of the war both as it affects the tendency to mourning and the supply of raw material and dye stuffs. The manufacturer who faces a depleted stock of material on which to work cannot afford to take chances by the introduction of novelties. Even the military lines are dead for the high class trade although there is still some demand in the cheaper lines for military and other novelty lines. Serges are popular but becoming increasingly harder to get on account of the dye situation.

Medium Top Coat

The medium top cap with a narrow semi-stiff band at the back is going to figure largely in the Spring showings. This addition gives the cape more shape and prevents any stretching.

The question of stocks, however, is going to be a more absorbing question than that of styles. The query is not "What style do you offer?" but rather, "How much of anything can I buy?"

In suits, the yoke Norfolk with fancy pleats is promised a big sale for Spring although the double-breasted coat with the belt will still be in demand. The Norfolk will vary according to whether it comes from England or the States. The English will be the smaller of the two and not have quite so much pleat and will be in a plain yoke, emphasizing the tendency toward conservatism. Greys and dark browns will be the prevailing colors with manufacturers favoring the lighter colors that do not demand so heavy a dye. Against this will be the public tendency for darker shades. The grey shade was the prevailing one last Fall but the indications point to a return to dark colors for Spring. The Norfolk that was once made in only the childs' sizes is now popular in all sizes. Owing to its light appearance it is particularly in favor for Spring wear as against the heavier looking double-breasted.

Less Fulness to Pants

Bloomer pants will be worn with less fulness and generally in more conservative styles. The scarcity of suitable stockings is very likely to unfavorably affect the demand for pear-shaped knicker pants.

In overcoats the covert length will be a style in demand by the very young man this Spring. There will also very likely be a certain demand for the raglan shoulders of English cut, but nothing of any extreme tendency.

WAITED TOO LONG

Editor, Men's Wear Review,—

I entered a store on St. James St., Montreal, recently, with my mind fully made up to purchase a suit, seeing some attractive ones in the window. I was ushered away into the back of the store and told that a clerk would look after me in a few minutes. I saw three men, employees of the store, talking together at the back, who paid no attention to me. I looked over a few styles hanging on a rack, in fact, was very patient, expecting any minute that one of the clerks would come to me, but after waiting for some little time, just like any other human being would do I got mad and went out of the store. At the door I met the proprietor or manager and told him what I thought. He apologized, of course, but it was too late then. I would not buy another thing in that store if I could help it. Fortunately there are other stores in Montreal, so that a man is not obliged to put up with this sort of thing.

I could not help thinking, though, what a lot of business is lost to the retailer in this way. Not only have I seen it in the case above mentioned, but in many of the departmental stores the service is so indifferent that I am sure hundreds of sales are lost. Yet thousands of dollars are spent by these stores to induce people to come into them to buy.

Yours truly,
EFFICIENT SERVICE.

LIGHT SUMMER SUITS

Apparently the States looks forward to big business again in Summer fabric suits, particularly in the smart Norfolk style. An authority, writing, says:—"Norfolk suits for men promise to be in big demand for the opening season. The great variety of the Summer fabrics in which they are being made is also a favorable factor. They are made, for the most part, with the patch pockets and half-belt back with gathered pleats. Men are coming more and more to recognize their comfort and general utility. The fabrics launder perfectly and are sanitary and smart-looking.

Heretofore these suits have been only worn by Southern and Western trade, but their universal use is predicted, even in Canada, where in Summer quite intense heat prevails at times. And even in those sections in the Dominion and in our own country where a hot spell does not last long it is mighty comfortable to get into the cooler clothing while the thermometer is in the 90's. Men who have become accustomed to the change will not be without such suits. Retailers can increase their clothing business by stocking this class of clothing, and it will not lessen the sale of regular goods to any marked extent."

A DISTINGUISHING MARK of some Spring models seen in New York is a cuff finished with four buttons. It is not likely to achieve a great run, however.

Particularly the Private!

Don't Overlook the Men in the Ranks—They are Excellent Prospects for Military Accessories—Appealing by Circular and Ad.

WORTH-WHILE men's wear men from coast to coast have taken up the business to be gotten out of military lines. Mail after mail brings in letters from readers all over the country thanking 'Men's Wear Review' for the lead it took in pointing out the opportunities to be secured and still more for the service it has rendered month by month—as no other paper has done—by way of window illustrations, unit trims, stunts for advertising and circularization, and generally getting after military business. Retailers all over the country are recognizing, having lost a great many customers in the men who have gone to the front, for ordinary wear, that they have to recoup somewhere and somehow. They are doing this by pushing for all they are worth their trade in things military.

Two Important Letters

'Men's Wear Review' has gone very fully each month into the trade to be secured from officers and non-commissioned officers and has pointed out that the private is also to be considered as an excellent prospect. That this is the case with a great many men's wear men is instanced by many letters which have come into the office this month. Here are two chosen at random. One reads: "Our first move when the 91st battalion was being formed here was to have a designer from the Clothing firm come over here with samples of all his cloths, braid, spurs, caps and so forth. Then we telephoned every officer and non-commissioned officer we know of to come in and meet the man and see his samples. He was only in town for four hours and had measured twelve officers for uniforms and great coats, caps, spurs and so on each order amounting to anything from $75 to $125. Each and every order taken that day turned out fine and it was easy to land the rest of the officers as they were appointed. We also fitted out some twenty-commissioned officers from our store. We have also sold each officer practically two flannel shirts a piece. *As for privates we have had a nice share of their business. Most privates don't like the puttees, socks and even the underwear which the Government gives them and we have fitted out a good many of the boys with these goods. Then we sell them wool lined and wool gloves, khaki pocket handkerchiefs money belts, polish to shine their buttons, khaki braces, etc., et cetera ad infinitum. Our way of getting this business is through our windows which a lot of our soldiers see, as the Daughters of the Empire have*

A window showing the many lines that can be featured and sold.

KANT KRACK

Trade-Mark Registered

MADE IN CANADA

Why pile up a stock of different grades of water-proof collars when one grade is all you need?

After all it's the trade of the satisfied man you want, and it's the only trade that pays.

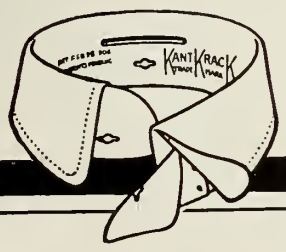
You may sell a cheap water-proof collar easier than a 25c line, but if that collar does not give entire satisfaction, you will lose a customer, for the price is invariably forgotten, and besides, when you stock up with more than one grade you are tying up money which might better be free.

One grade of waterproof collar, and that the best, should be your motto for 1916. Then every collar you sell will bring good returns in future business.

KANT KRACK coated linen collars are made in "One Grade only, and that the best." Every collar is a trade puller, a satisfier, for it contains exclusive features aplenty which help to make sales.

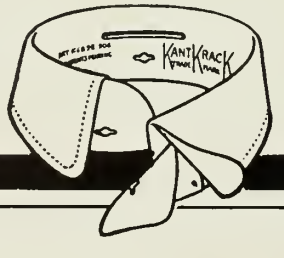
In ordering, remember the 3 K.K.K. Send for our styles.

The Parsons *and* Parsons Canadian Co.



Makers of the famous KANT KRACK *Waterproof Collar*

HAMILTON, CAN.



a 91st club rooms over our store and all the soldiers patronize the club. This brings them all down our way and we get to be quite friendly with them."

Used Multigraph Letter

That letter is from St. Thomas, Ont.

Here is one which comes from St. John, N.B.

"In addition to supplying officers uniforms to many men we have also supplied other equipment such as Sam Brown belts, puttees. caps, shirts, collars, canes and so on. *Privates and non-commissioned officers we supply with a number of small articles such as button polish, brushes, lanyards, swagger sticks, chevrons and so on. As to getting the business, many of the 1st battalion raised in St. John were regular customers of ours. We naturally got their orders and their influence helped us towards getting others. We wrote to others individually. We used a multigraphed letter individually addressed. From the very first we took great pains to turn out thoroughly good uniforms, sparing no effort to fit and to please. We can truly say that this had its reward for many recommended their friends to us. To get the private's business we had signs in the armoury and other places where they were quartered, with our name and fact that we had military sundries. To our window we believe we owe a great deal. Sometimes all of it would be devoted to military lines, nearly always part of it. Articles were displayed with prices attached. We keep it lighted to about 9.30 or 10, although we shut at 6 except Saturday. In the evening people have, as a rule, more time to look in at shop windows and the soldiers have practically from 5 o'clock. What applies to officers applies as well to the men. Where they get acquainted with a store they bring and send others. We try to be of service to them. Should we not have what they want we make every effort to get it. By this we gradually increase the number of lines and retain the customers."*

The important part of both of these two letters deals with the privates. Go back and read the italicized portions Many of the trade have so far only seen in the military trend business to be secured from officers and occasionally non-coms. But the private is a good proposition too. Some men are seizing the opportunity

One of the letters which has just been reproduced refers to the fact that the soldiers do not like things supplied by the Government. If the Government does not please, then this is your opportunity. The men in the ranks are willing to buy what they want and wear it instead of what the Government gives them. It is true that you cannot sell a private a uniform. And you cannot sell him a great coat. But you can sell him a set of brushes and some boot polish; you can sell him some puttees; you can sell him a cap; you can sell him a swagger stick; you can sell him half a hundred things, if you only get them in your store and feature them.

Why not employ the same methods with regard to the private and men of the ranks as you have done and done successfully in the case of officers? Why not circularize privates? You would not possibly at first circularize every possible private in the town but you would have amongst the men in the ranks a great many people who were customers of your own before they went into khaki. Probably some of these very men were men who were on your original list for civilian clothing. Why not send a circular to them now just the same, as long as they are quartered in the town, but instead of advising them to buy the latest thing in neckties or a nice silk shirt get out and get them to look over your stock of puttees or pocket mirrors or whistle cords?

Such merchants as have dressed their windows with military supplies have found results good and very good. It is worth keeping up. Those who have tried it before will undoubtedly do so, but those readers who have not yet tried making use of their military supplies in a military window might very well do it. Then, again, if you are keeping on your advertising in the daily papers and you feel that it is not as effective because so many men are in khaki, why not change the character of your advertising and appeal to the men in uniform directly.

A point which is worth while considering is that not the only people who buy supplies are themselves military. The civil population buys a good many things in the way of military lines as well. For instance the mother, the wife or the sweetheart or the aunt or the grandmother of a private is liable to come in if she sees something in your window which would appeal to the private. If you feature several lines in your windows she might just as well come in, say, and purchase him a safety razor, or a compact little case of shaving supplies and accessories. Or if she saw some puttees or caps or warm gloves or warm underwear nicely displayed in your window she might suddenly think of that private and come in and buy him a stock. It sounds reasonable doesn't it? There is a good deal to be said for the idea of blending your advertising and circulars so that they would reach both the private himself and someone at home who is thinking about the private and wondering what he or she can do for him so far as his personal comfort and warmth are concerned. The two appeals might be very well blended. If you want to send one circular instead of two, you might devote part of the circular in appealing to the people who are thinking of the private—his family and so forth—and devote the other half to the private himself.

It is important for the retailer to remember that having sold something big to the private or to the officer for the matter of that he is not through selling. When you sell an officer a uniform, for instance, you have simply laid the foundation stone for selling him lots of accessories. There is no reason at all why he should not come to the man who sold him his uniform for anything in the way of et ceteras, providing that the man who sold him the uniform had those et ceteras in stock.

It never does any harm to emphasize a thing which is good. 'Men's Wear Review' was the first trade paper to point out that such lines as pocket cases, shaving accessories, safety razors, leather belts, nickel mirrors, pocket combs, diaries, fountain pens, penknives, tobacco pouches —all these are things which a soldier will buy if you only feature them and put them before him. Of course, the average men's wear store has not bothered with a great many in ordinary peace times. Although, even at that, there is no reason in the wide world why a man should not buy a safety razor at your store in peace time just as well as in war time. Make a start with these things now. Feature all these accessories which necessarily appeal to the man. You will find if you create a trade for them in war time you will be able to carry on that trade in peace time and it will be an important item. There have been articles in this paper within the last few months which have described how these lines have been featured in some men's wear stores, in Canada and how excellent business has resulted. The man in the street might just as well buy some tooth paste and some shaving soap from his furnisher as from the drug store. It is a case of the furnisher getting ahead of the druggist. And bear in mind, once you have got this trade, whether you get it in peace time or war time, "you have got it to stay!"

Privates, non-commissioned officers and officers, are all good prospects, but, as our men's wear friend said, "particularly the private."

CANADIAN GOVERNMENT CONTRACTOR

Get the Trade of the Men in Khaki

M.I.C. BRAND
NONE BETTER

OFFICERS' TRENCH AND FORAGE CAPS
$25.00 per doz. up, with or without band. Cadet caps, $5.60 per doz. up.

WOLFE'S SPIRAL PUTTEES
Guaranteed non-frayable. $19.00 per doz.

EMBROIDERED BADGES
In all Army and Navy regulation designs. Accessories of every description.

KHAKI KIT KITCHEN, ETC.
Greatest boon ever offered Military or Sportsmen. 7 x 7½ inches, weighs 3 lbs. complete. $30.00 per doz.

These lines will help you to get and hold this trade. Write us for samples and prices of anything you may require.

A. HARRY WOLFE - UNITY BUILDING MONTREAL, CAN.

Military Contractor to the Government

Miller Officers' Uniforms

Tailored to Measure at Real Wholesale Prices. Everything in Accessories

Back of every one of our garments is an experience of over ten years of uniform making—there is no guess-work. We know just what the exact Military requirements are.

Miller experience guarantees superior service and positive satisfaction

MILLER-MADE PUTTEES Can't Fray Out. A quick-selling line, $10.50, $12.00 and $15.00 per dozen pairs.

RITE-FIT SPIRAL PUTTEES—$19.20 per dozen pairs—Left and Right. Easy to put on and perfect-fitting.

Miller measurement system makes mistakes in ordering impossible. Don't experiment with amateur Military firms of mushroom growth—you can't afford to take a chance.

THE MILLER MFG. CO., LIMITED
YORK STREET TORONTO

Uniform Contractors to the Dominion and Imperial Governments

CARON BROS.

SET FOR NURSE'S UNIFORM

We offer the tailoring trade the above beautiful badge and button set for Nurse's Uniform. It is without doubt the finest on the market, and the price not more than asked for the ordinary quality. Your inquiries are respectfully solicited.

CARON BROS., CARON BUILDING, Montreal

ESTABLISHED 1875

MILITARY EQUIPMENT
& ACCOUTREMENTS

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Equipment

WHOLESALE AND RETAIL DEALERS IN

CLOTHS, TRIMMINGS and ACCOUTREMENTS for MILITARY, NAVAL, POLICE and Other Forces

MAKERS OF

METAL BADGES, BUTTONS AND ORNAMENTS
MILITARY SHIRTS, BELTS AND EMBROIDERIES

SOLE AGENTS FOR

THE WILKINSON SWORD COMPANY, LIMITED
LONDON, ENGLAND

AND

CONSIDYNE, CURTIS & COMPANY
SOLDIER'S FRIEND BUTTON POLISH
BRISTOL, ENGLAND

Latest Wholesale Price List on Application

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

STILL AT THE OLD PRICES
And in the Old Ample Shapes

One of our open-end ties. No reduction in silk here, yet no advance in prices.

Good supplies of silk, bought before the recent heavy advance, enable us to offer splendid values for the Easter and general Spring Trade.

It is for you to select your requirements from our full range. Examine carefully our Butterfly Crepes, Shepherd's Plaids, Coin Spots in Ombre effects—our Embroidered Spot Patterns.

Under existing conditions it is impossible to guarantee these values for any length of time, but for the present, our old prices hold.

Look over your stock and order when our travellers call, or ask us to send swatches for your inspection.

VAN ALLEN COMPANY, Limited

HAMILTON, ONTARIO

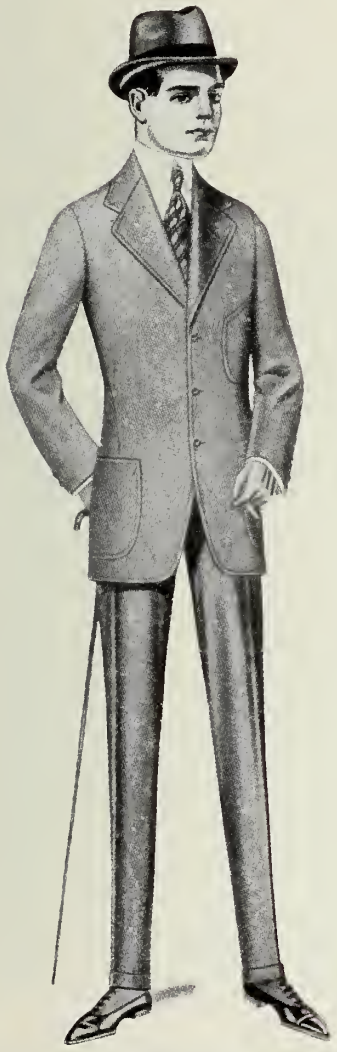
Clothing Plus Tailoring

Leishman
HIGH-GRADE TAILORED
Clothes

are clothes with that individual touch which identifies the well-dressed man—that picks him out from among the thousand and says: "This man selects his clothes well."

Leishman
TAILORED-TO-MEASURE
Service

not only makes it possible to carry a smaller stock of clothing, but it enables you to secure the business of men whose standard is nothing short of the highest class tailoring.



Carry the "Dress-up" idea into the camp of the better class of your townsmen by introducing Leishman-made Clothes.

Don't cut out your clothing department and depend on tailoring-to-measure. That would be throwing away the bread and saving the butter. These two departments work hand in hand, the one emphasizing the other and ensuring the greatest amount of business with the least capital invested.

Leishman High-Grade Tailored Clothes, when backed by the *Leishman Tailored-to-measure Service* is a real business-puller, a money-maker.

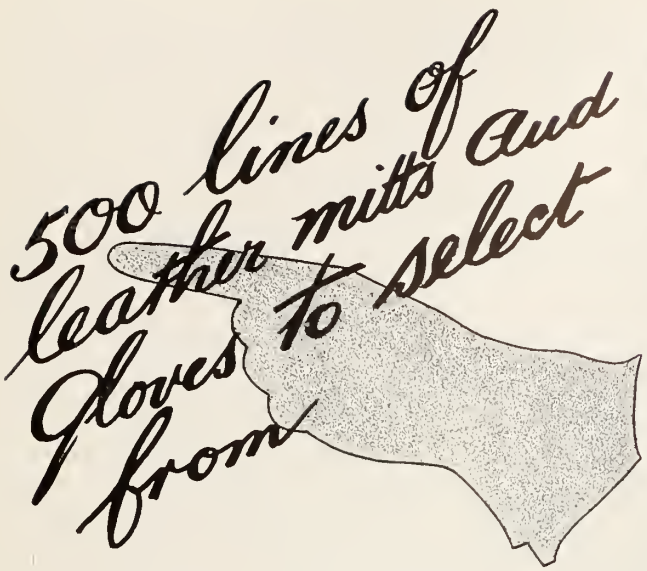
Leishman Clothes will secure for you the best trade in your town. We have a mighty interesting proposition to make to you. *Write to-day, asking about it.*

WM. H. LEISHMAN & CO., LIMITED

WHOLESALE CUSTOM TAILORS

TEMPERANCE ST., Corner Sheppard St., TORONTO, ONT.

Makers of the Best Tailored Garments for Men



"The House of Coristine"

and every one a winner for your glove department—men's and children's mocha, kid, horsehide, fur-lined, and finer leathers in all styles, also men's and children's woolen mitts, men's sheep-lined coats and the popular Mackinaw coats in the best selling shades, men's sweaters and lumbermen's socks.

This is a partial list of the lines of interest to men's wear stores that will be shown by our travellers in January.

Your early inspection is solicited. A card to-day will ensure an early call.

James Coristine & Co.
Limited

MONTREAL

Say, Mr. Dealer,
what about your Spring Underwear Sales?

Have you decided what lines to feature for quick selling and the building up of a bigger underwear business?

You take no chances when you bank on the selling value of

"Imperial Brand"
UNDERWEAR

the winning merits and high grade quality of which have popularized it from Coast to Coast.

Merinos, Natural Wool, Scotch Wool, Scotch Knit, heavy elastic combinations and two-piece suits are all included in the Imperial Line, and each individual garment is a certain sales-puller.

An examination of our samples will convince you of Imperial value. **Write for them to-day** and prepare for a bigger Spring underwear trade.

Kingston
Hosiery Company
KINGSTON, ONT.

ESTABLISHED 1880

Turn the 1916 Business Your Way With a New Taylor-Made Front

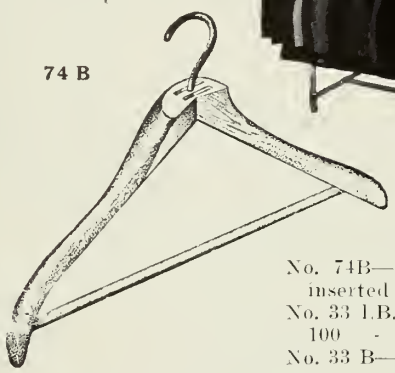
WE HAVE HAD WIDE EXPERIENCE IN THE BUILDING OF MODERN STORE FRONTS OF ALL KINDS

Make a bigger bid this year than ever for the men's business of your town by equipping your department to take care of an increase. How about a new store front? We have had wide experience in the installation of metal store fronts of all kinds. Let us figure on a new one for you. Taylor store fronts will turn the bigger-than-ever business trick for you. Write for estimates.

The department illustrated below is equipped with Taylor's model, Double Bar, Polished Steel Tube Racks, and 743 Suit Hangers.

Model A Rack

Net Prices	F.O.B. Factory
6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	$10.50
8 feet long, 6 posts	$11.50
10 feet long, 6 posts	$12.50



All Styles of

Suit Hangers

No. 74B—Combination Suit Hanger, with inserted Trouser bar, per 100 - - $12.50
No. 33 I.B.—Combination Suit Hanger, per 100 - - - - - - - - - - - $ 7.50
No. 33 B—Boys', 15 inches wide, per 100 $ 7.50

The Taylor Manufacturing Company

82 QUEEN STREET NORTH **HAMILTON, ONTARIO**

You've got the goods —but are they selling?

That's our business—to help you sell your goods. This we do by making display forms so perfect in every detail that **they create a desire for your merchandise** by showing it off to the best possible advantage.

Our 5E Coat Form gives the **proper set** to the garment displayed. Has the round narrow shoulder, makes the collar stand up without bulging and the front to hang right, either buttoned or unbuttoned.

PRICES

No. 5E, as cut	$ 5.00
9-in. round base in black japan	4.50
9-in. round base in oxidized copper	6.00
4AE, 12-in. base, 1⅛ in. standard, for overcoats (ox. copper)	7.00
Coat form with oak stand and revolving motor as used by New York tailors (ox. copper)	30.00
(Runs twelve to fourteen hours after winding)	
Vest form japanned	3.00
Vest form (oxidized copper), round base	4.00

A. S. Richardson & Co.

Oldest and Best Manufacturers of Display Forms in Canada

99 ONTARIO ST. - - - TORONTO

Khaki Sellers for 1916

Our travellers are now out with a splendid range of Khaki Suits and Bloomers. Don't miss seeing these snappy Spring sellers.

The Jackson Mfg. Co., Ltd.

CLINTON, ONTARIO

Send Us Your Order for

Swan-Russell Hats

They are

WELL KNOWN EASY SELLERS
PROFIT MAKERS

SWAN-RUSSELL COMPANY

59 Bedford Street Boston, Mass., U.S.A.

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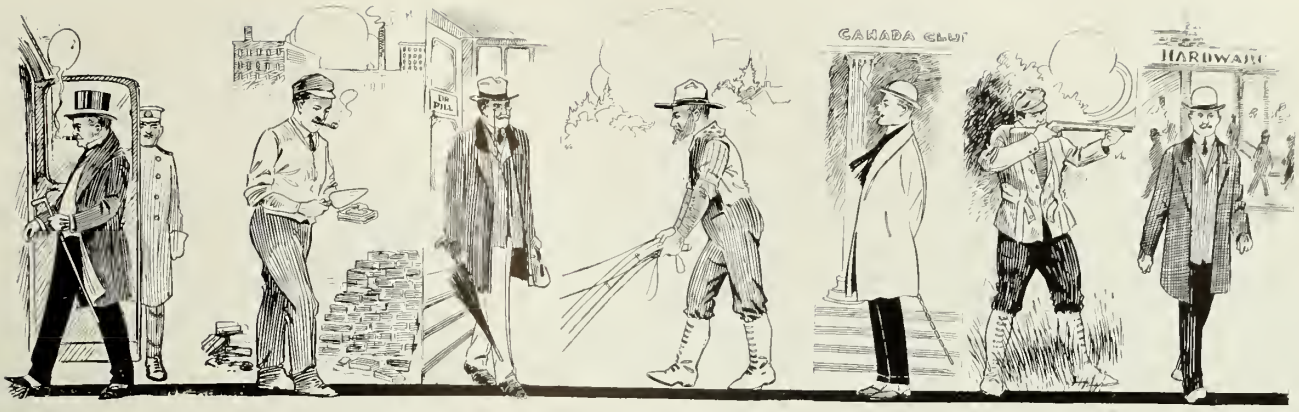


"EVERYMAN'S" TROUSERS

"FOR THE MILLIONAIRE OR THE MILLION"

ARE BUILT TO STAND THE TEST OF VIGOROUS CANADIAN MANHOOD

When a building falls down on you there is no doubt in your mind about the quality of the material or workmanship which went into it.

When pants give way to the strain of ordinary wear, it is quite evident that a weak spot existed in their make-up.

"Everyman's" Trousers are made to stand the wear, no matter under what conditions they are placed.

Made in Canada in our Model Sunlight factory, and under the most favorable conditions by experts of life-long experience and of the best materials. "Everyman's" Trousers are turned out in a quality second to none. They are built right, fit right, stay right, and are made to sell at a price that every man can afford.

We make every style for all classes of men —"The millionaire or the million."

Satisfaction guaranteed with every sale. **See that this label is in your 1916 stock. Write for samples.**

"Everyman's" TRADE MFD BY DAVIS BROS MARK

DAVIS BROTHERS, EXCLUSIVE MAKERS OF EVERYMAN'S TROUSERS HAMILTON, CAN.

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

The "Halebro" Military Mirror

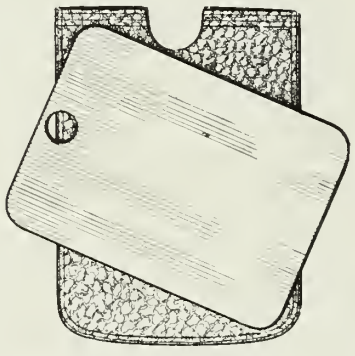
UNBREAKABLE

Every Men's Store should sell the "Halebro" Military Mirror.

This useful article appeals as a necessity and part of every soldier's equipment. These Mirrors not only appeal to Soldiers, but are largely sold to Travellers, Campers, Tourists, etc., and they make an ideal gift for Soldier friends in Canada and in the trenches.

Made of brass, impossible to rust, highly nickel-plated with a finish that reflects better than glass. Every Mirror is in a neat leatherette case and is carried conveniently in the tunic pocket, which affords protection to the heart and may be the means of saving the life of a brave soldier.

Size 3¼ in. x 4¼ in.



Sells at 75c. Costs $5.50 doz.

Feature these and watch your sales grow.

We also carry a full line of Safety Razors, Ordinary Razors, Shaving Brushes, Strops and other Shaving Requisites.

HALE BROS., 3 St. Nicholas St., MONTREAL

Mail Coupon To-day

Hale Brothers,
3 St. Nicholas St.,
MONTREAL.

Send by parcel post trial dozen of the "Halebro" Unbreakable Military Mirror.

Name .....

Address .....

The Publisher's Page

By F.M.A.

¶ "Never mind the don'ts. Continue giving us the suggestions to take the place of the don'ts." ¶ The above word of commendation and advice has just come from a St. Thomas, Ontario subscriber.

¶ "Tell us still more about the goods we sell—how they are made and where. The manufacturers don't tell enough in their advertisements; you must remember many of us in the West have seen mighty few factories."

¶ Such is the word from a subscriber in Weyburn, Sask.

* * * * * *

Enter the Window Competition

¶ "A fine trim you have there."

¶ Has any one paid you this compliment?

¶ Well, have the window photographed. Send the photograph to us with a few words on the business-bringing power of the trim.

¶ To the trimmer of the best window received during February, Men's Wear Review will pay $5.00, plus $1.50 for cost of photograph. Also we will pay $1.50 to cover cost of photographing other windows submitted which we want to keep.

¶ Remember, you in the small town have as good an opportunity as the big city dealer. Never mind if your window is small, it's the way you get over obstacles. Win trade for your store that wins the prize.

¶ We can all ponder on these suggestions. Certainly we who have to do with the publishing of Men's Wear Review have determined to continue, and improve, our positive service. We don't care so much about the "don'ts." We do care about the "do's," and have in course of preparation many an article showing how the desired end of more and better business has been achieved by other men's wear dealers, and may be achieved by you. We have in mind also the presentation of still fuller information as to market conditions, and as to methods of manufacture of the goods which men's wear dealers handle.

* * * *

¶ It is for you readers—you merchants and you clerks—to suggest further what you want.

* * * *

¶ Evidently you are seeking in the advertisements not only price and style information, but also the story of the goods. There's a real story behind each line you handle—behind the silk in your ties—the woolen in your suits and your knit goods—Dramatic stories of war they are these days.

¶ Yes, read the advertisements for knowledge, for knowledge is power in buying and in selling. Tell a customer an interesting point about the manufacture of a pair of sox he is examining—something regarding the difference the war has made—and the sale is almost assured. The word of knowledge will get over many an objection as to price.

¶ You will all be interested in our big Easter and Summer Sales Number to be issued in March. It is going to be full from cover to cover of facts on prices and styles; ideas on selling methods; on business management. It will contain the messages to you of the big manufactures and jobbers of men's wear lines.

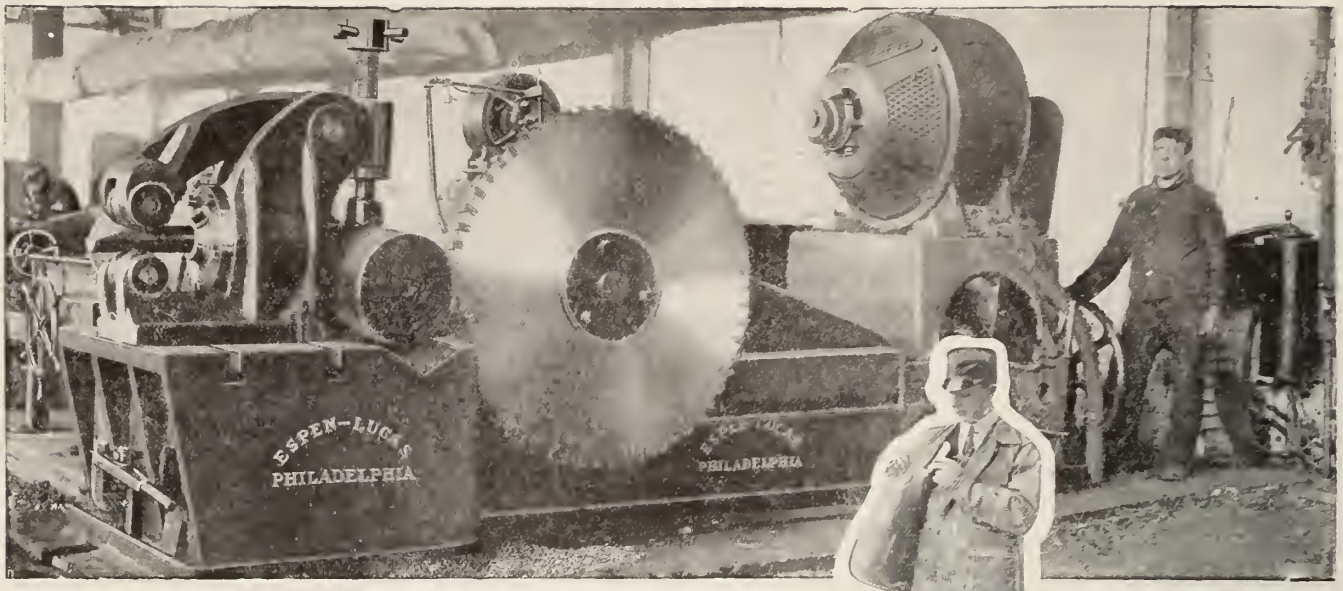
Watch for the Big March Issue

MEN'S WEAR REVIEW

MARCH, 1916 Vol. VI No. 3

Easter and Summer Trade Number

THE MACLEAN PUBLISHING COMPANY, LIMITED, TORONTO



Renewed Orders for Eighteen Pound Shells

mean day and night shifts in the munition factories, more men working and more call for good hard wearing overalls.

In other words,

Brotherhood Overalls

with their many live selling features.

The Brotherhood Overall agency is a money-making proposition for one men's wear dealer in every town and city in Canada. Only one agency in a community.

Brotherhood Overalls are now made of similar goods and with same guarantee as before the war. We have to pay the price, but we are getting the **right** material.

We guarantee to fill every order we take.

Brotherhood Overalls are never sold through travellers or jobbers; this expense is added to the value of the overalls.

No need to take a traveller's or jobber's word for the value of these well known overalls; just write for a starting order of five dozen or for samples, if you prefer.

We prepay freight charges on the initial order.

WRITE TO-DAY.

Front view
Auto suit or
Union suit

H. S. PETERS, Limited

MANUFACTURERS

WELLAND ∴ ∴ ONTARIO

Mogul
Apron

A User of Waterproof Collars

and why he prefers

Challenge Brand

The Dust of the Road

and the inclement weather are all enemies of the nicely-laundered linen collar of the man on the outside, such as the Chauffeur or the man who runs his own car, and yet he must always be well dressed and clean, no matter what.

The question with the Chauffeur is not "How am I to keep my linen collar clean?" but "What kind of waterproof collar will I wear?"

His choice for many and very good reasons is the famous CHALLENGE BRAND—the collar that is a third heavier than any other 25c waterproof collar on the market, the collar that has the appearance of a nicely laundered linen collar. It wears most satisfactorily and takes a tie well without binding.

The **CHALLENGE** stands the hardest kind of usage, and is cleaned readily in a few seconds with soap, water and sponge.

It is only one of six grades of Arlington waterproof collars ranging in price from 75c to $2.00 dozen. **A style and grade for every requirement. Order a stock of Arlington Collars to-day. Be sure to stock Challenge Brand.**

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

Two or Four Point

QUALITY AND PRICE

Still the Same

$3.80 NET Per Doz.

A live line that has sold on its merits for the past seven years.

MADE IN TWO OR FOUR POINTS

Order from your jobber or direct from the makers

The King Suspender Company

TORONTO CANADA

Our national advertising helps to sell.

King

COATLESS SUMMER SUSPENDER

CUT THIS OUT AND SEND TO YOUR NEAREST JOBBER OR DIRECT TO US

.....1916

MESSRS.....

ADDRESS.....

PLEASE SHIP VIA.....

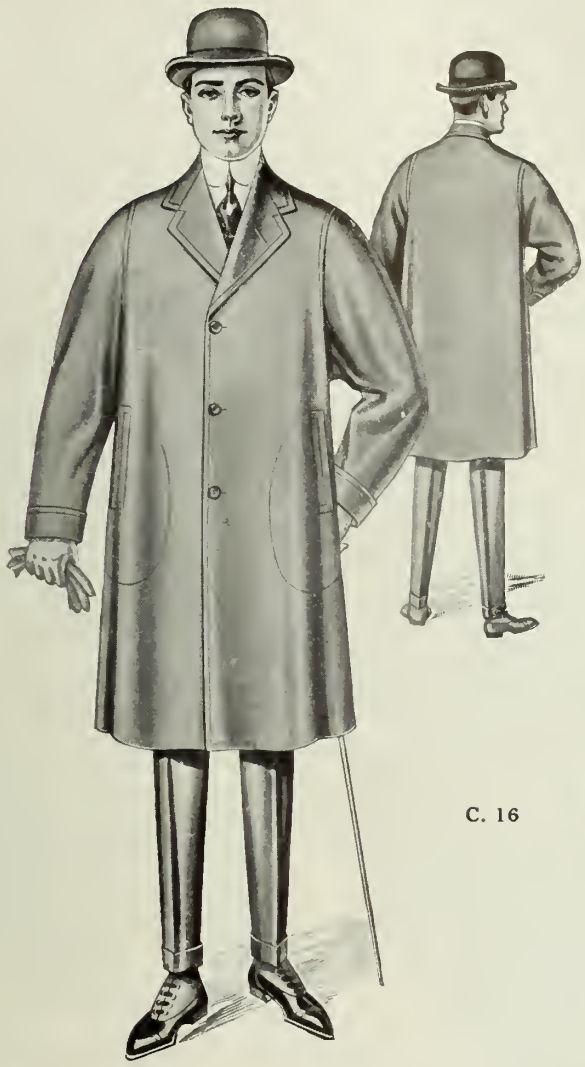
.....DOZ. "KING" (2 POINT) COATLESS SUSPENDERS, $3.80 NET PER DOZ.

.....DOZ. "KING" (4 POINT) COATLESS SUSPENDERS, $3.80 NET PER DOZ.

ALSO "KING" SHOW CARDS—*NO CHARGE*

.....

Sign Name of Firm and Buyer on this Line



C. 16

LOOK FOR THIS LABEL

Fall and Winter 1916-17

OUR range of models and sample cloths for the coming season will surely interest the trade—they are the best the market can produce. Under present conditions we feel quite proud of the showing.

Our representatives will call in good time.

The "DRIZZLER" Showerproof

We call special attention to this garment which we feature as an English Showerproof Coat. It is proofed by a new whaleoil process and will appeal to all who like a loose wrap that acts in the dual capacity of a Spring and Summer Wrap and a Showerproof.

Wm. H. Leishman & Co., Limited

68 Temperance Street
TORONTO

MAKERS OF THE BEST TAILORED GARMENTS FOR MEN

Stifel's Indigo Cloth
DATES BACK TO THE FIRST RAILROADS
ASK FOR OVERALLS, JUMPERS, UNIFORMS OF
Stifel's Indigo
STANDARD FOR OVER 75 YEARS

STIFEL'S INDIGO has a trade record that's valuable to you. Look for the name and trade mark STIFEL REGISTERED on the back of the cloth. It's a guarantee to your customers of the cloth that never has been imitated successfully.

Standard for Over 75 Years

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.

SALES OFFICES

NEW YORK .....260-262 Church St.	BALTIMORE .....114 W. Fayette St
PHILADELPHIA .....324 Market Street	ST. LOUIS .....425 Victoria Bldg.
BOSTON .....31 Bedford Street	ST. PAUL .....238 Endicott Bldg
CHICAGO .....223 West Jackson Blvd.	TORONTO .....14 Manchester Bldg
SAN FRANCISCO..Postal Telegraph Bldg.	WINNIPEG .....400 Hammond Bldg.
ST. JOSEPH, MO.....Saxton Bank Bldg	MONTREAL ....Room 500, 489 St. Paul St.

MONARCH KNIT

THE MONARCH KNITTING COMPANY LIMITED

Made-in-Canada

The Extensiveness of MONARCH Organization stands to guard the interests of MONARCH Customers in this year of scarcity and consequent high prices.

M. 272

M. 301

M. 307

H. 85

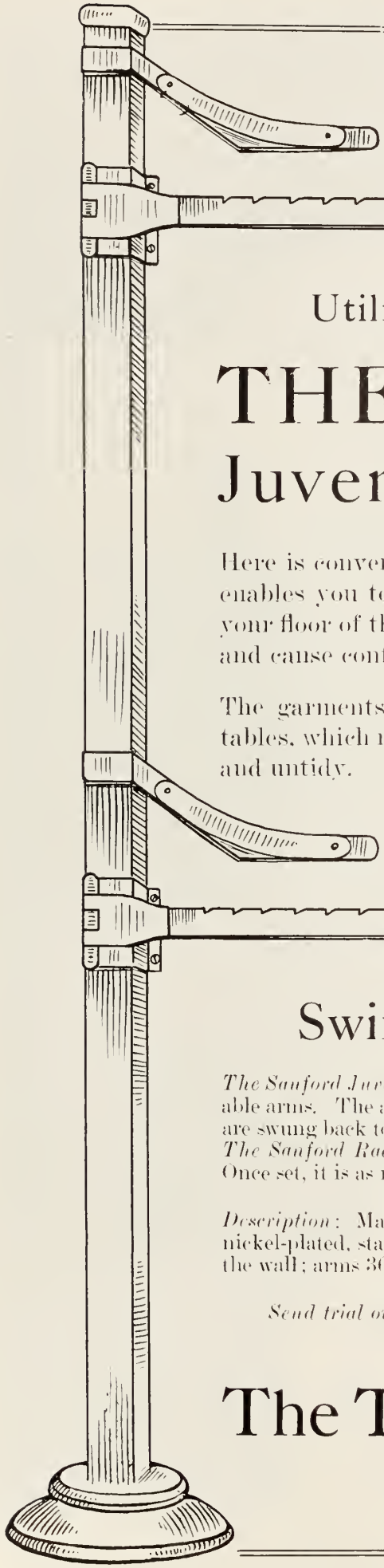
B. 108

THE

MONARCH

Knitting Co., Limited

DUNVILLE - - - - CANADA



The Latest Time-Saving Space-Saving Rack

Utilize that Valuable Wall Space

THE "SANFORD" Juvenile Garment Rack

Here is convenience that will pay for itself many times over. It enables you to satisfy your customers' needs quickly. It clears your floor of those dust-catching tables that are piled with clothes and cause confusion. It makes the piling of clothes unnecessary.

The garments will show more attractively than when piled on tables, which not only gather dust, but make the garments creased and untidy.

It will save your floor space and enable you to serve customers with dispatch.

Swings in Any Direction

The Sanford Juvenile Rack holds fifty garments suspended upon the two adjustable arms. The arms swing in any desired direction. When not in use the arms are swung back to the wall; the placing of the hinges makes crushing impossible. *The Sanford Rack* can be readily set up by any handy man around the store. Once set, it is as rigid and convenient as any rack on the market.

Description: Made from one inch square drawn steel, nickel-plated, stands 6 ft. 3 in. over all; set 12 inches from the wall; arms 36 inches long (adjustable and do not sag).

Price Each $15.00
Shipped K.D.

Send trial order to-day for one or two. You will be delighted with its conveniences.

The Taylor Mfg. Company

82 Queen Street North
HAMILTON

Penmans Underwear

THE STANDARD OF EXCELLENCE

SOMEONE has said: "It is impossible to estimate the value, to a business man, of a clean shirt every day——," all very well, but it is of just as much value to get into the right underwear.

Penmans offer to men a line of knit under wear in all weights and prices, absolutely perfect in fit, cosy warmth and a long life.

PENMANS LIMITED, PARIS

Makers of Underwear, Hosiery and Sweaters

MEN'S MONEY MAKERS

STILL AT OLD PRICES

While they last we are willing to give our customers the benefit of complete stocks in many lines. Don't delay though as they can't possibly be replaced at these prices.

SOME LEADERS FOR SPRING AND SUMMER BUSINESS

Stock of underwear now complete, consisting of Merino and Balbriggan makes. Natural Wool Shirts and Drawers. Sizes 34-32 to 42-40 for $7.20 dozen.

French fine make Natural Wool, 34-32 to 44-42 for $10.50 dozen.

Flannelette Night Shirts, number 244, extra value, sizes 15 to 17, 17½ to 20, $9.00 dozen.

THE W. R. BROCK COMPANY (LIMITED)
MONTREAL

The BERKLEY

Satin End Cravat

Better Value Longer Service

Bigger Scarf than Ever

This Satin End will end your neckwear troubles. It allows the tie to slip through the collar as easily as can be and incidentally makes it possible for us to give you a larger shape at a popular price, notwithstanding the increase in cost of Tie Silks.

TO RETAIL AT

4 Ranges **50c.** **24 Colors**

The Novelty of the Season
Striped, Knot, and Figured Ends

THE BERKLEY SATIN END CRAVAT will be a real trade winner for 1916.

Get started early by sending us a sample order for assorted novelties.

Crescent Manufacturing Co., Limited

Montreal Toronto Winnipeg Vancouver

The Soldiers' Trade's Worth While

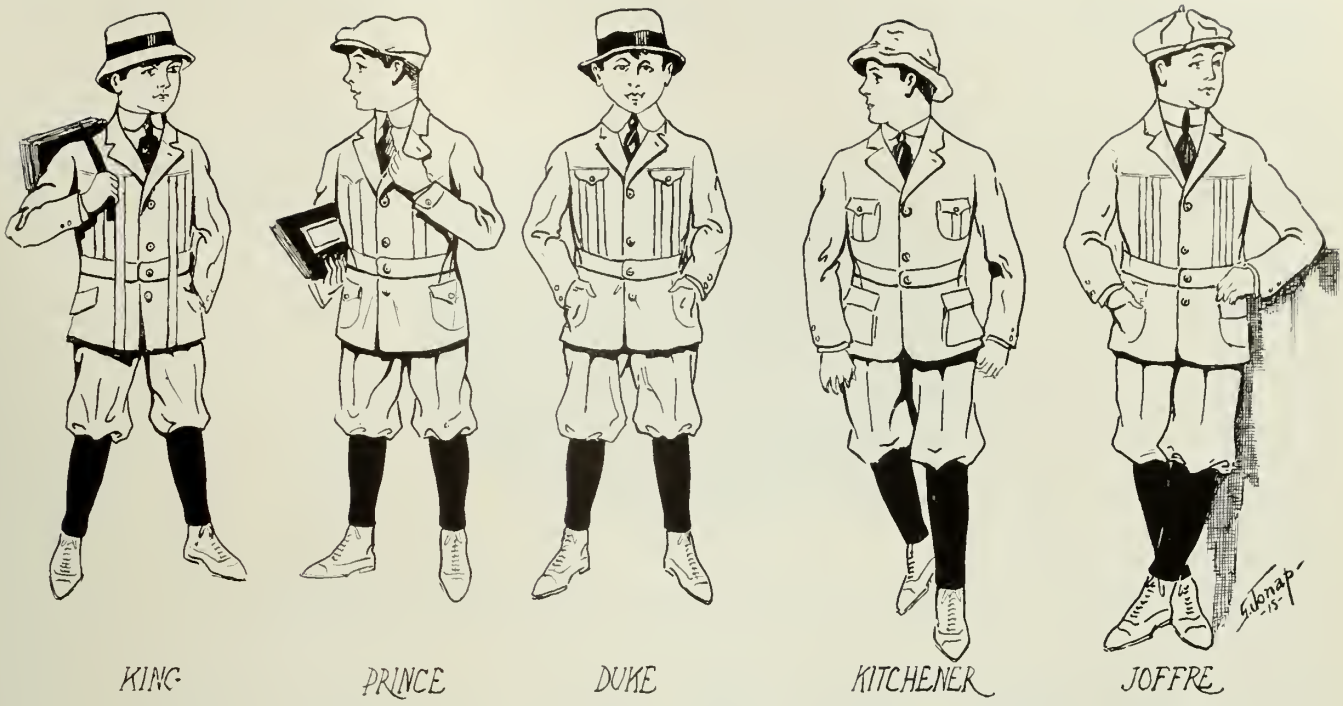
A stock of the above lines will attract the soldiers to your window displays, into your store.

We manufacture a complete line of military insignia, and have supplied many Canadian regiments.

Let us supply your requirements—large or small. Ask for particulars of anything you may require.

CARON BROTHERS, Caron Building, 233 Bleury Street MONTREAL

Manufacturers of Jewelry and Military Insignia



THE H.G.B. BOYS

THESE are only a few of our very best sellers. Write for samples.

Everything we sell is made in our factory (15,000 sq. feet) in Montreal, by skilled tailors. "No Country Made Suits."

Helleur, Gariepy & Broderick, Limited

Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West **Montreal, Quebec**

OUR SPRING "BALMAROON"

TRADE MARK REG'D

New Era CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Our salesmen will soon be calling with models and fabrics for Fall and Winter season 1916

"NEW ERA" clothes meet the urgent need for satisfaction-giving popular priced clothing. Every "NEW ERA" garment is a milestone in our success and is a credit to the merchant selling it.

We have anticipated, by large purchases, the scarcity of the wool market, which places us in an excellent position to offer to the trade our usual good values of smart clothes for men, young men and boys for the coming Fall.

We make a special bid for the smart trade of young men and boys. It will pay you to inspect our lines before placing your Fall orders.

The Freedman Company

SOMMER BUILDING

41 Mayor Street — Montreal, Que.

"NEW ERA is our Trade-Mark, but it is the QUALITY behind the name that COUNTS"

Our Values

Throughout Canada, in city, town and rural districts the excellent values of Hercules

Negligee and Work Shirts

are appreciated and are maintaining their lead in public favor.

Though our values in the past have been unequalled, we claim to have surpassed ourselves in our Spring 1916 offerings. The range includes all the most popular styles and there is no dead stock in the lot.

See our samples before placing your order. Drop us a card to-day.

The Hercules Garment Company
59 St. Peter Street, Montreal
Factories at LOUISEVILLE, QUEBEC

OFFICERS' CAPS

DE LUXE
REGULATION AND TRENCH
Made from Fox's Serge

PUTTEES

Fox's Improved Spiral
REGULATION AND LIGHTWEIGHT

BADGES

EMBROIDERED AND METAL
EVERY DESCRIPTION
Special designs and prices quoted on application

LEGGINGS—SAM BROWN BELTS
Solid English Leather Very Superior

NURSES' EQUIPMENT

CAPE CLASPS BELT BUCKLES HAT PINS BUTTONS CAP AND COLLAR BADGES

EVERYTHING IN MILITARY EQUIPMENT

Send for Catalog and Price List

OLDEST AND LARGEST MANUFACTURER OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

CANADIAN GOVERNMENT CONTRACTOR

Military Specialists

M.I.C. BRAND
NONE BETTER

OFFICERS' TRENCH AND FORAGE CAPS

$25.00 per doz. up, with or without band. Cadet caps, $5.60 per doz. up.

WOLFE'S SPIRAL PUTTEES

Guaranteed non-frayable. $19.00 per doz.

EMBROIDERED BADGES

In all Army and Navy regulation designs. Accessories of every description.

KHAKI KIT KITCHEN, ETC.

Greatest boon ever offered Military or Sportsmen. 7 x 7½ inches, weighs 3 lbs. complete. $30.00 per doz.

These lines will help you to get and hold this trade. Write us for samples and prices of anything you may require.

A. HARRY WOLFE - UNITY BUILDING MONTREAL, CAN.

YOU DON'T NEED MANY BAGS

or Suit Cases—or Trunks

A few of the Eveleigh leaders will give you an assortment sufficiently large to satisfy the demands of your most exacting customers. As we are catering especially to Men's Wear dealers, you will be interested in having

our large Illustrated Catalogue, which pictures the standard styles and newer models of baggage of every kind—goods that are particularly adapted to the needs of men. It is a complete buyer's guide that describes in full the qualities which 46 years' experience has put into all Eveleigh-made baggage.

WRITE FOR CATALOGUE.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver

ARM AND HAMMER BRAND

OVERALLS
SHIRTS
TROUSERS

J. A. HAUGH MFG. CO., Limited

KING AND BATHURST STS., TORONTO

Striking, Isn't It—

THIS NEW DISPLAY CARD OF OURS?

Well, it is better in its full size, and it is yours for the asking.

Yours to help you sell more Arm and Hammer Brand Overalls—the triple stitch kind which have won favor in the past.

Yours to help you sell more Arm and Hammer Brand Shirts and Trousers.

Use it in your window trims and with your counter displays.

J. A. Haugh Mfg. Co., Ltd.

658 King Street West TORONTO

Ansley Dineen Hat and Fur Co.

Limited

52 WELLINGTON ST. WEST

Toronto, Ont.

TO THE TRADE—

If you need desirable Hats at once we have in stock for immediate shipment—

MEN'S SOFT FUR FELT HATS

COLORS:

Net Price per dozen

Green only | Rope Edge only | $17.50 and $24.00

ROPE EDGE

Black
Blue
Green
Dark Slate
Light Slate
Light Slate (Black Band and Binding)
Pearl (Black Band and Binding)

Staple Shape only — $14.50

STAPLE

Same Colors as Above | Welt Edge or Staple Shape | $16.00

WELT EDGE

Also numerous other lines from the best English, American and Canadian factories in staple and fancy shapes, all colors, at prices in between those illustrated.

LARGEST STOCK. BEST VALUES.

PROMPT ATTENTION TO MAIL ORDERS.

NO Merchant who wishes to make the most out of next Fall's business can afford to place his order for Hats until he has seen what we have to offer. Our Representatives will call on you at the usual times.

Sole Wholesale Agents for:

CHRISTY HILLGATE
SCOTT PEEL

MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.
Allow Free Circulation.

$13.50 per Dozen Pairs

and IMMEDIATE Delivery.

THE
MONARCH
Knitting Co., Limited

Order a Sample Dozen — DUNNVILLE — CANADA

"Everyman's" TRADE MFD BY DAVIS BROS MARK

Our trousers stand the test in every walk of life

First quality materials and expert workmanship make

"EVERYMAN'S" TROUSERS

the most serviceable and dependable for any condition whatever.

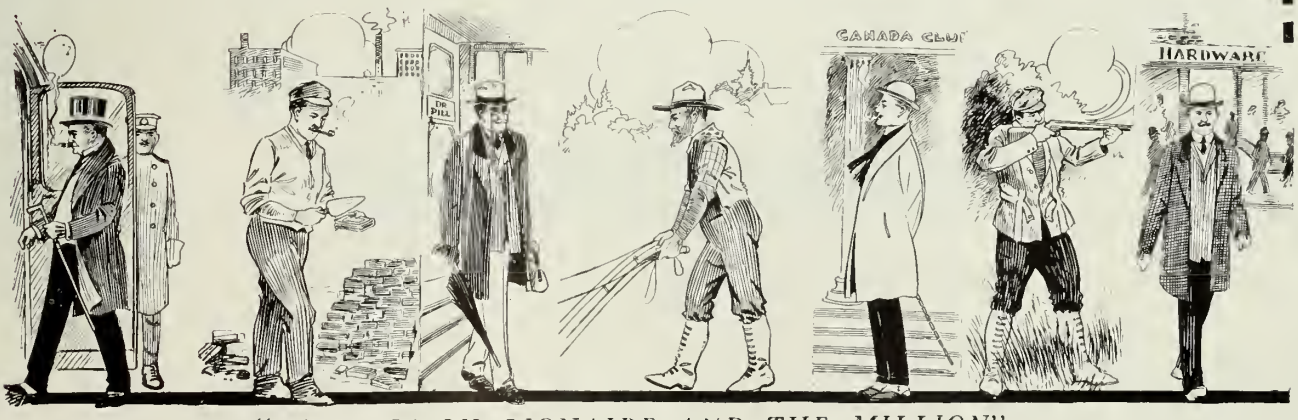
"Everyman's" embraces all styles for all classes of men, from the millionaire down to the farmer or laborer and "Everyman's" service is such that absolute satisfaction is guaranteed with every sale.

A stock of "Everyman's Trousers" will enable you to cater to all classes of customers—the most fastidious dressers as well as the most conservative.

This label on your 1916 stock is a splendid guarantee of satisfactory profit-making sales.

Let us send you samples.

DAVIS BROTHERS, EXCLUSIVE MAKERS OF EVERYMAN'S TROUSERS Hamilton, Can.



"FOR THE MILLIONAIRE AND THE MILLION"

Officers' MILITARY SHIRTS

Daily the soldier's trade is growing throughout Canada. How much of it are you getting? We know the shirt needs of the Soldier, Officer or private and make several lines of Khaki Flannel shirts in strictly regulation styles. Note the officers' military shirt here shown. Made in coat style, with neckband and two separate collars (either round or square corner), shoulder straps, military bellows pockets with tunic flaps. **Send trial order.**

The Deacon Shirt Co.

Belleville, Ontario

This is Khaki Year

and khaki suits for little people are going to be in big demand. Let us supply you with a complete range. The style and wearing qualities of our Khaki suits and bloomers will secure your share of this profitable business. All goods will be scarce in 3 months. Buy first chance.

The Jackson Mfg. Co., Ltd.

CLINTON, ONTARIO

Big business is knocking at your door

Investigating our proposition will put *you* on the right road to secure a good share of the trade in Military equipment.

The present size of Canada's forces and the bigger things that are developing, insure the dealer big future business through featuring military requirements.

British Warms,	**Puttees,**	**Khaki Handkerchiefs,**
Military Rain Coats,	**Slickers,**	**Khaki Neckwear,**
Camelhair Blankets,	**Leggings,**	**Khaki Suspenders,**
Sam Brown Belts,	**Snuglets,**	**Unshrinkable Shirts,**
Leather and Rubber Boots,	**Spencers,**	**Soldier's Friend Polish,**
Swagger Sticks,	**Badges,**	**Military Books.**

We know what is correct and supply it at close prices.

Every line we handle is thoroughly reliable. We hold the agency for *Young and Rochester Shirts, Aquatite Military Coats, and Tress' Official Service and Trench Caps.*

Don't neglect this unprecedented opportunity of business expansion.

Write now for full particulars.

WREYFORD AND COMPANY

Wholesale Military Outfitters and Manufacturers' Agents

85 KING STREET WEST TORONTO, CANADA

SPRING FEVER

Affects your **men's trade** more than any **other season** of the year. Everybody is feverish for new outfits.

We Have Two Big Departments for Men and Boys

DEPT. F
Staple Furnishings. "Hero" Fine Shirts.
Underwear, Sweaters, Working Shirts, Overalls, Smocks, etc.

DEPT. I
Fancy Furnishings. "Hero" Collars.
Ties, Suspenders, Gloves, Umbrellas, Waterproofs, etc.

Big assortment of new Spring and Summer goods in stock

Adequate **Try Racine Service** **Adequate**

ALPHONSE RACINE, Limited

Dry Goods Jobbers and Manufacturers

60-70 St. Paul Street West - Montreal, Que.

Manufacturers of "Hero" Fine Shirts and Collars

Manufacturers of "Maple Leaf" Overalls

Send Us Your Order for

Swan-Russell Hats

They are

WELL KNOWN EASY SELLERS
PROFIT MAKERS

SWAN-RUSSELL COMPANY
59 Bedford Street Boston, Mass., U.S.A

A BIG LINE FOR THE SOLDIERS TRADE

EASY-NECK ADJUSTABLE BAND

Removes all Possibility of Infection from Uniform

Prevents Neck Chafing from Rough Khaki Cloth

Size 2½ x 18 inches

MADE IN KHAKI CHINA SILK TO BE WORN INSIDE COLLAR OF TUNIC

Retail Price 25c.

Designed and Made Only by

THE J. A. SWORD NECKWEAR CO., LIMITED, TORONTO, ONTARIO

It can't Crumple

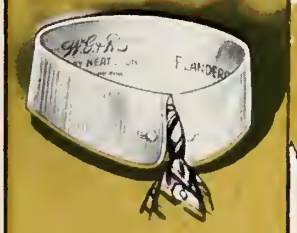
—this new patented soft collar.
Work or play in the sun won't pucker it.
That's a soft collar you can do business with.
Simple idea, too.
Look at the pictures.
The selling force of the Stay Neat Collar is in the *patented stiff insert.*

TRADE W.G.R. MARK

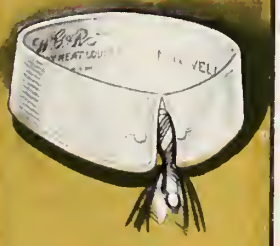
STAY NEAT LOUNGE Collar

SUNBEAM
Mercerized Poplin
$2.00 per dozen.

THORNDYKE
Basket weave,
$1.50 per dozen.

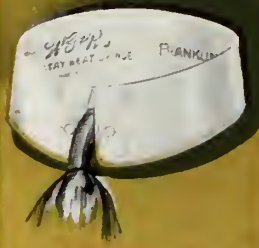


FLANDERS
Basket weave,
$1.50 per dozen.



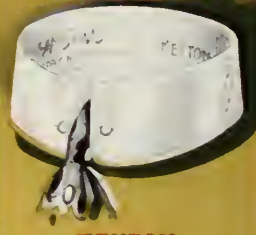
MAXWELL
Domestic Pique,
$1.50 per dozen.

ABBOTT
English Pique,
$2.00 per dozen

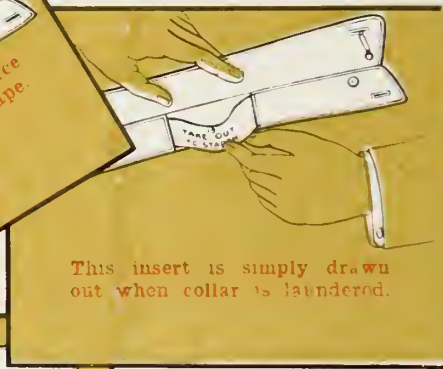


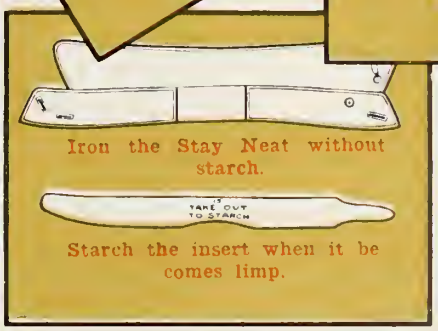
FRANKLIN
Fancy Madras,
$1.50 per dozen

WOLSELEY
Jap Silk,
$2.00 per dozen



KEYTON
Fancy Silk,
$2.00 per dozen





To retail at
3 for 50c
and 25c

A showing of our patented Stay Neat Collars will attract the attention of your best trade. Decide to show them somewhat in advance of the season.

The Williams, Greene & Rome Co., Limited
Makers of Fine Shirts - Berlin, Ont.

WINNIPEG, MAN.
Corner Donald and Cumberland Ave.

VANCOUVER, B.C.
324 Seymour Street

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6 TORONTO, MARCH, 1916 No. 3

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Fit-rite

Make Each Customer A Salesman For You

EVERY man has friends—several of them intimate enough to ask him where he gets his clothes.

Every noticeably well-dressed man is asked this question many times a year. There is no more effective form of salesmanship for any store than the voluntary praise of its customers.

Fit-rite tailored clothes are the kind that men of sound sense and good taste prefer—the kind that such men do not hesitate to praise to their friends. Fit-rite garments are stylish, but not flashy; well-tailored, but not extravagantly priced.

The merchant who has a Fit-rite agency is building a solid future for himself, establishing permanent connections with men whose influence is as valuable as their trade.

Fit-rite agencies are still open in a few cities. If yours is one, write for particulars.

John W. Peck & Co., Limited

Montreal Winnipeg Vancouver

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, MARCH, 1916 NO. 3

THE MAN IN OVERALLS

Being an Argument for the Conviction of the Retailer Who Passes Him Up

By Philip Elliott, Montreal

VERY few men's wear dealers throughout Canada seem to realize what enormous quantities of men's overalls, working shirts and working mitts and gloves are sold in Canada. In our large cities and towns the leading high-class gent's furnishing stores seem to think that it is beneath their dignity to deal in such commodities as overalls, working shirts and other working men's goods. Other gent's stores that do handle these lines generally give them scant space, and carry a very poor assortment.

Now, take for instance, St. Catherine St., Montreal, this street is the greatest retail thoroughfare in Canada. There are a hundred or more gent's furnishing stores on this street and very few of them carry overalls, working shirts and other workingmen's lines—you will find store after store, windows filled with ties, collars, dress shirts and other Sunday toggery, and no space given to the working man's week-day wear. All these stores are loaded to the chin with neckwear, mufflers, fancy underwear, fancy shirts, dressing gowns, etc., etc. Now, when a mechanic is dressed up in his best, it is hard to tell what vocation he follows and naturally when a working man parades along St. Catherine St. in the evening, he is dressed up in his best—and possibly 50% of the men who enter these gent's stores of an evening wear overalls during the day. If the working man went shopping in his working attire, some of these stores would likely then wake up.

Take the average office man: the man who works dressed up—these men on an average draw less money than the overall man. Their work is easy, they are very light on clothes, their average wants, and their buying is small. These are the class of men who go in strong for ready-made clothes.

Constant Needs of Workmen

Now, with the working man his wants are many. Some workmen get through a suit of overalls every month. They are continually buying overalls, working shirts, socks, gloves, etc.—a fireman on a locomotive engine gets through on an average one pair of gloves a month—men in machine shops and other large factories are everlastingly getting their shirts and overalls torn by machinery etc. They are very hard on braces, socks and colored work handkerchiefs. Fully 90% of the skilled workmen get their clothes tailor-made. They seem to have an abhorrence for ready-made clothes. They base their ideas on the class of ready-made stuff that was turned out years ago, and they don't seem to realize what great strides have been made in ready-to-wear clothing. Here there is a chance for the clothiers to get after these men and educate them. Of course with the unskilled laboring classes it is different; these men buy poor grades of ready-made clothes.

Up to a few years ago, working men fought shy of ready-made shirts, overalls and even socks. Their wives or mothers used to make their shirts and overalls, and knit their socks, and if the men had no wives or mothers, they rooted up some old lady to do the job. Working shirts and overalls were very crude affairs in those days, and only as a last resort would a working man buy these lines in a store. It is different now, a working man has now got overalls and shirts to such perfection ready-made, that the home-made stuff is never used at all.

Munition makers are making big money. Hundreds of them are making from $10 to $15 a day and about the smallest money any of them earn is $5 a day. In Montreal alone there are fully 25,000 men working on shells. Of course these high wages won't last after the war, but why not get your share of this big money while it lasts? These men all wear overalls, and lots of them are in the $5,000 a year salary class. At the present time, skilled machinists are impossible to get and handy men are in many cases making shells, because there are not enough machinists to go around—

If you entered a high class St. Catherines St. gent's store and asked for a suit of one dollar a suit fleeced lined underwear, or asked for a couple of pairs of heavy grey 25 cent socks—you would be politely told that they did not carry that line of goods—but they could show you some imported fleeced lined goods, fancy trimmed with silk, with a fancy name on it at $2.50 per suit, which would not wear one bit better than the dollar a suit article.

Here Are Results

This cheap fleeced lined stuff, and cheap grey, heavy working sock is sold by the car load in Canada. I, in my store, sell twenty-five suits of this cheap fleece to one suit of any other kind and this winter so far, (Feb. 10th) I have sold over two hundred dozen grey working socks, 50

doz. of which I sold, to be sent to the boys in France. Some women buy two pairs of socks from me almost every week, to send overseas to their boys in the trenches.

A working man has two outfits of clothes. When he comes home from work he changes, from top to bottom, underwear, socks, boots, hat, gloves, everything is changed. Thus it can be seen that where this man is all dressed up, parading along St. Catherine St., all these gents' stores are only catering to half of his needs—these stores in a cluster are fighting it out for the high class trade—and every night thousands of working men all dressed up, are passing their stores and they make no effort to get this trade.

Mr. Office Man steps into a store and buys a 10 cent pair of cotton gloves, to be used around the furnace, doing chores, etc., around his house. It never enters his head, the enormous amount of working mitts and gloves that are used in Canada. This one 10 cent pair of gloves will likely last this man a whole year. I have known bricklayers that wore out twenty-five pairs of cotton gloves in one week, carters and teamsters get through two or three pairs of mitts every winter, railway yard men wear out a dollar pair of mitts every month. It is the same with enginemen and train crews, in fact in almost every working trade mitts and gloves are used. But for all this, the gents' furnishing stores ignore this trade, and load their windows full with fine dress gloves and never show or carry a pair of heavy working men's mitts or gloves. This evening a working man, a customer of mine, showed me a pair of fur-lined kid gloves that he has been wearing for over 10 years, only wears them on Sundays or on an evening that he was going out—during these ten years its a safe bet that I have sold this man 75 pairs of working gloves, at an average price of a dollar a pair.

Working men's goods are easily handled. There is never any old stock; there are no styles to go out of fashion, and while in times of depression when men are on short time, they will cut out buying Sunday toggery, working clothes they simply must have.

Business Which Requires Training

But don't for one minute think that you can jump right in and get this trade, by simply stocking these lines. It is business that requires training. As to stock I carry 350 various lines of mitts and gloves. I sold in 1913 over 8,000 pairs of overalls. Naturally owing to war conditions I am not selling near this many now. I sell at least 250 doz. working shirts a year, and not any more than 20 doz. fine shirts. I sold last month 935 pairs of working mitts and gloves and less than 25 pairs of dress kid or mocha gloves.

My store is so small, you can hardly see it. It is 15 by 30 ft., only one window, I haven't one show case; no looking glasses to stare you in the face, I have no fancy fixtures. I am right in the heart of the working man's trade. A man can come into my store with his face as black as coal. There are no mirrors to insult him; there are no costly fixtures to scare him; there are no silent show cases for him to tumble against and smash. Sometimes at dinner hour I will serve as many as 50 men overalls on, black faces and hands. I make friends with them all because I like them. They are easily served, all cash. We have been

Successful Retailer to Unsuccessful ditto—"If you're looking for business, what about that bunch? Every man is a crackerjack prospect."

in this store twenty-five years. I have seen countless stores come and go. Take up a fifteen-year old directory of Montreal then figure out the business wrecks that have taken place in Montreal since then; it is appalling.

I sell no junk; don't even stock collar buttons. It is not very nice on a busy Saturday night to have some gink walk in and ask to see some collar buttons, and possibly waste 15 minutes in selling him one 5 cent stud. With some men; buying a collar button is a very, very serious affair. This one "is too short," and that one "is too long," another "is too fat," another "is too thin" and "I had one like this one, and it only lasted me 10 years." I keep a few collar buttons in a drawer and if a customer asks for them, I give him one without charge.

Some few months back I ran across a job lot of mill men's heavy buck mitts; 50 doz. in the lot. I did not advertise them or even put any in the window, but to the first mill man who entered my store I showed a pair. He took a pair right off and he, of course, showed them to his mates. Well, I cleared out these 600 pairs in less than two months. That is a very limited trade for this sort of mitts. but I guess I sold a pair to every iron roller in Montreal. Last fall I bought a job lot of 100 doz. boys' mitts. I hunted up the "leader of de gang" of school boys, gave him a pair as a present, and let him loose in a large school. He showed those mitts to every kid in my locality, with the result that I have less than one dozen left and I made a good profit too. Other stores had boys' mitts as well as mine, but the channel was turned into my store. I mention these incidents to show how, one customer or boomer can advertise you more than all the free gifts in the world.

The departmental mail order stores are all wide awake to the working men's trade. Look in their catalogues and you will find that the working man is well catered to, some of these stores order mitts in 1,000 doz. lots and they make their own overalls and work shirts, and these mail order stores draw the working man's trade from under the nose of every gent's furnishing store, in every town and city in Canada. The way to stop them is to push it yourself, for all you're worth.

MAKING A SUIT OF CLOTHES

From the Taking of the Order Till the Suit is Delivered—Efficiency and System in Complicated Processes—What Your Suit Represents in Labor, Time and Method

First of a series of articles on manufacturing men's wear goods.

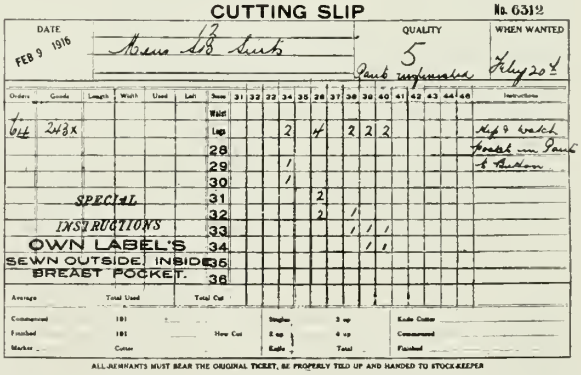
The splendid sanitary conditions under which the men's and boy's clothing which is sold by Canadian men's wear dealers are made, should perhaps be more emphasized than has been the case. This is an age of prevention. The medical men are continually preaching the need of guarding against certain diseases. They are devoting more attention to keeping people well than they are to making them well when they have become sick. This is a point of value to men's wear dealers. They have the opportunity to bring before customers the fact that the clothing they handle is made in splendid workshops, by well paid and cleanly workmen, and that the sweatshop conditions which have sometimes been associated with clothing are unheard of as far as the well-known Canadian brands are concerned.

Incidentally this is a point which some men's wear dealers are making as indicating the benefits derived from buying a ready-made and special measure clothes, as opposed to getting a suit from a local tailor. Some local tailors unquestionably make their goods under fine conditions. There are others, however—and some of the most exclusive, at that—who farm out a good deal of the work to what might be called "kikes." The work undertaken by these people is done under conditions which may or may not be sanitary, but of which there is no guarantee.

It will be interesting to trace hurriedly—unfortunately a detailed description is impossible because of space requirements—the various stages in the production of a suit of clothes.—EDITOR.

THE opprobium that has been associated in the public mind, in past years, with the making of clothes is no longer based upon facts if it ever was to any really appreciable extent in this Dominion. The facts as known to the general public are based largely upon the conditions that once at least existed in New York as a result of its restricted ground space and overcrowded tenements, its sweatshops, its toil and moil. To think of the making of a suit of clothes was to project one's imagination and picture in the eye of the mind some half starved anaemic foreigner staggering under his load of piece work, homeward bound. And to such a home—where the home was a factory of underpaid and ill-fed wretches who could not rightly be called children!

All this is changed if it ever really existed. The new order reigns. In Canada there is too much space. More by grace of God and cheaper rents have we been able to escape this pictured order than by any saving quality of our own perhaps. It is sufficient though that things are so, and that we can wear Canadian-made clothes, that have never left the modern plant that gave them birth, from the time the goods were taken from the shelves until the finished suit went out, clean and wholesome, a product of Safety First, the safety of sanitary conditions, of efficient overseeing of detail and of a broad-minded sweep of outlook that brushed aside the superficialities of present gain for the fundamental issue of later profits that have their being in the quality of the goods.


CUTTING SLIP

No. 6312

DATE FEB 9 1916

QUALITY 5

WHEN WANTED

SPECIAL INSTRUCTIONS

OWN LABEL'S SEWN OUTSIDE INSIDE BREAST POCKET.

ALL REMNANTS MUST BEAR THE ORIGINAL TICKET, BE PROPERLY TIED UP AND HANDED TO STOCKKEEPER

Cutting slip showing detailed instructions to cutters and tailors for proper filling of order.

The Individuality of an Order.

Naturally a large part of the product of any establishment consists of standard styles and sizes which may be made up in slack times to form a reserve stock for a busier future, about 70 per cent. to be accurate. Unfortunately for the manufacturer this is not always possible. The investment is too large. The remaining thirty per cent. must always be made up from the placing orders of individual customers, and the necessities of the case are such that a large part of the standard seventy per cent. are made up at the same time and under the same conditions as the odd styles and sizes.

The dealer receives the benefit of this condition of the trade. It insures for each order an individuality and distinctiveness that is directly opposed to the trend of modern methods which seek to drown each atom of personality in an ocean of collectivism.

The order of Brown & Sons of Winnipeg, is not immediately submerged on arrival at the factory in a host of like orders. Quite the contrary. It is given its factory number and as such travels the entire route of manufacturing from the lay of the goods for the initial marking and cutting through all the various processes that lead to the completed suit and the shipping room from whence it emerges again with its original Brown & Sons, Winnipeg, individuality intact and never tampered with, ready for the cars. To insure this end means that to each order there must be devoted the most unremitting watchfulness and tireless patience that hovers guardian-like over each one of the several hundred operations, manufacturing, handling, clerical, etc., that go into the making of a suit. The slightest inattention to detail, the most innocent confusion of one order ensures the most hopeless confusion of all. Hence it is not done. There is no equivocation about it. It is not done. The vast machinery of a system that digests countless orders simultaneously moves on in well-oiled efficiency, each sensitive artery and nerve of the whole, fed and governed by that flow of orders—from and through the head of the main channel which stops and starts, leaving a piece here, picking up one there; parts separated for a while, never lost sight of and always reunited at the mouth as a result of orderly co-ordination.

The Placing of An Order

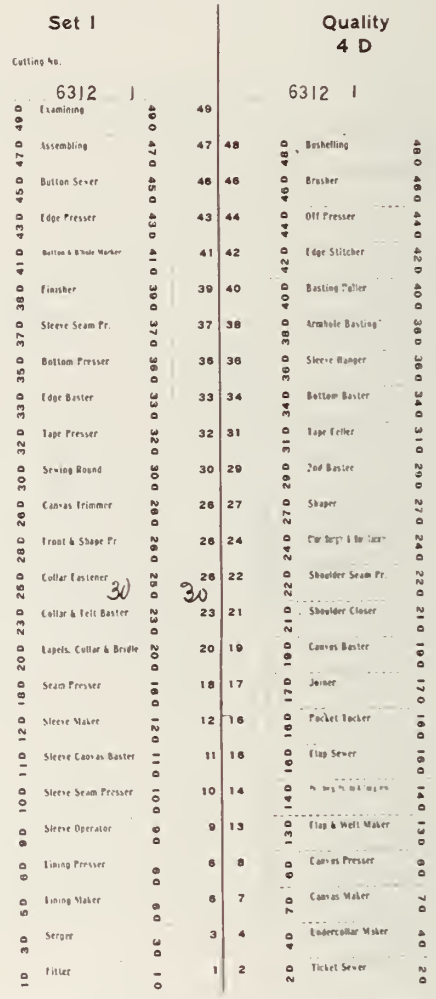
Out on the road somewhere between Halifax and Vancouver a traveller takes an order that is based on his representations, the reputation of his house, the swatches he has with him and the merchant's needs. Perhaps it is our friend Brown & Son, of Winnipeg. They order 12 men's single-breasted suits, style 511, pattern No. 243X, pants unfinished (meaning the trousers' bottoms), at $12.50 each. Under the columns for the various sizes are named the number of each; two of 34-inch, four of 36-inch and so on. The traveler's sheet number is 39 and contains the information that the order was placed on Feb. 7th, 1916, by a certain traveler on terms of sixty days net for shipment, at once, by express. That's a habit orders have nowadays.

The order thus detailed is turned over to a cost clerk who checks the prices and adds the additional details that the account is No. 64, received on Feb. 10th, checked by himself and acknowledged so that Brown & Son know their order has now developed an entity of its own by grace of its factory number 6312. The original slip containing this massed information is kept handy for reference until the goods are shipped when that information is added and the slip filed. A duplicate is sent to the customer with an injunction to examine it carefully to avoid any possible misunderstanding later. A second duplicate is sent to the Winnipeg branch for later checking against the completed order at that point.

Ready For Designing Department

The order is now ready for the designing department. It appears there with its essential details stated on the "Cutting Slip," and with the added information that the order is to be made up in Quality and wanted for Feb. 20th, and duly subdivided into various lengths of trousers. Perhaps some special instructions not included in the original order are included, vital ones that Brown & Son and the traveler took for granted. "Own labels, or hooks and eyes on all trousers, etc." That is the first intimation that order has that its days of haphazardness are over. It is now being watched and fathered and tended.

The next comes from the designer, a man of parts whose business is not only to know cloth and styles but human nature. So he adds some details of his own, especially if there has been an obvious neglect of them. Out in Winnipeg they may not know that the Vancouver trade favors this and the Montreal that and the Winnipeg neither. But the designer does. Also he has studied the individual wants of this customer on a basis of previous



Original piece-work slip from which coupons are detached by the piece-worker as his particular operation is completed.

orders. So after discarding this suggestion and adding that he adds the detail "Hip and watch pockets in pants to button." This was obvious and taken for granted by Brown & Son but nothing is taken for granted here.

The Making of a Suit

So with the patterns the Cutting Slip goes to the bench where the former are chalked out on the extended bolt of cloth. Now there are cutters and cutters. Each receives his subdivision of this job and makes his layout on the cloth so as to save on waste according to his ability. A good one may save ten per cent. of the total of goods he handles in a season by means of his well thought out lays. Each man knows what is required of him in its relation to the whole order so that he may absorb a broad outlook of the needs of the case. A thorough follow up system ensures the minimum of waste and the following of specifications and this follow up system hangs doggedly on the trail of each operation throughout the factory.

The Cutter's Morse Code

The cutters have a mysterious code all their own, one that is a replica, in result but not in effort, of the needlewoman's laborious stitching and basting. A dot here means a tuck there, a dash there means a pleat here and so on ad infinitum.

The lay marked out, the hand electric knife is brought into requisition—a compact-knife on wheels that is hooked up to the light bulb and whirls and cuts with marvellous accuracy and tremendous speed until the long bolt is in lengths convenient for handling. Then singly or in high piled folds according to the price quality and the number of any one pattern the bolts are sliced up along the chalked lines of the patterns. On the more numerous styles of cheaper goods the band knife is used; on the higher quality single patterns the hand scissors are used. The result is the same in either case. Combining a quick eye and deft hand with long practice the operator shaves and twirls and twists the goods in one case and the knife in the other with inconceivable rapidity and unerring accuracy in a circular bedevilment of motion that confuses the slower eye of the layman. Here further symbols of the Morse Code are added; of a more permanent nature these, tiny slits and cuts, unobservable, except to an expectant eye, ruling the true meeting of edge with edge later in the garment.

On the government orders of high priced cloth and low priced product where the margin of profits is infinitesimal and the size of the order tremendous, the over use of an inch of cloth would entail the loss of hundreds of dollars on an order of thousands of pieces. Here where the cloth is piled up to the full capacity of the knife, twenty-five pieces high, there is full play for the flexible wrist and clever fingers of the operator.

The Parting of the Pieces

The pieces cut, each is tagged with its temporary descriptive slip that notes the account number, the quality and the size of the garment to which each piece belongs before it starts on its adventurous wanderings amongst the machines.

Meanwhile, trimming slips, facsimiles of the original order in all essential points, denoting quality of linings and of sleeve linings, canvas, buttons, etc., have gone into the trimming department and now come out—with their odds and ends of etceteras.

Then to the distributing room where the suit begins to assume concrete form. The cloth, in bundles of coats and vests and trousers, meets its corresponding bundle of trimmings and thereafter become inseparable from it. Then tagged with its order number each bundle goes to its department of machines accompanied by instruction slips adapted from the original order to facilitate the making of each part. There are special and detailed instructions about a score of vital points for the tailors; the stitching of the edges, the nature of the seams, the style of pockets, etc.

The Coat Operations

Now begin the multitudinous operations of the making for which a special form is used to keep close check on all the piece work and insure no confusion or delay. A printed card is issued of a different color and detail for coats, vests and pants. The card is subdivided in the case of the coat to cover forty odd different operations and on each diminitive slip are all the essential particulars by which factory and worker can keep account of the job. Thus the collar fastener whose number on the time clock is 30 adds that information to his ticket and to the centre column of the main slip. He detaches his individual slip and passes the job and the main slip on to the next worker who is in this case the front and shape presser. He has in his hands a ticket that on pay day will signify that he, No. 30, fastened the collar on the twenty-fifth operation on a coat of D quality the factory number of which is 6312. The factory on the other hand retains the centre column of the main slip and the top. Set No. 1 indicates in which shop the work was done, Quality 4D the class of work and consequent rate of pay, and the stamped numbers accompanied by the pencilled ones the time clock number of the operator against that of his particular operation.

So this is followed through the forty or more operations of the coat, the eighteen to twenty-two of the vest and the thirty to thirty-two of the trousers.

The Completed Suit

In the examining room the Instruction Slip is carefully checked against the completed garment, piece by piece, button by button, in order to note and repair the slightest omission so that the required standard of workmanship may be maintained before the examined bundles of garments are sent to the assembling room for reassembling into suits and orders. Here they undergo a final hawk-eyed scrutiny and one that takes into broad account the known preferences of each customer from the cut of the clothes to the speed of their future carriage across the continent.

Then the last operation of all—the moving to the shipping room, the casing of the goods; an auto truck backs in and whisks its load away; the clerk in the office marks "Shipped" across that original slip and Brown & Son's order is on the way.

Lucky Brown

And Brown & Sons are lucky fellows. That order has become a thing of price. Even in ten days its value may have increased. The stocks of the raw material that have gone into it have become that much more depleted without any corresponding replacement. More factory hands have enlisted, more ships have been commandeered or sunk, more dyes have gone the way of all dyes and the barometer of prices have taken another spurt. Brown & Son would not cancel that order to-day if they had a fire, not if they discovered they were hard up, not as long as they expect to be in business in 1917 because to-day there is no room for philandering in the acquiring of any one of twenty lines of wearing apparel.

J. F. Leinster, clothier and men's furnisher of Brantford, has moved to Parry Sound and commenced in the same line.

* * *

Mr. Austin, of Austin Company, Winnipeg, has enlisted. One more men's wear man gone to do his duty.

SELLING METHODS FOR SPRING AND EASTER

The Slogan Should Be "New Outfit From Top to Toe"—The Use of Show Cards—Harmony of Color is Important—Using a Correct Dress Chart

AFTER Christmas a lull; not by any means, of course, a time of no business at all, but a time, shall we say, of quieter business. In the last issue of Men's Wear Review it was pointed out that these 'Dog Days' can be utilized and made to, at any rate, bring in some business by means of a special sort of sale.

After the 'Dog Days' comes Easter. This is the first significant day, as it were, after the Christmas and New Year selling periods. Of many meanings which Easter has come to bear, not the least so far as men's wear men are concerned, is the inference which the public has long ago accepted, that Easter time is the time for new articles of apparel. A man will struggle on with his suit after he has once well passed the Fall until he gets past Christmas and New Year's, telling himself that he will treat himself to a new suit at Easter. The same applies, though in somewhat less measure, to accessories and furnishings. And particularly, perhaps, in war time, when some men may not be as flush as they could wish, the trend has been marked towards waiting until Easter time to re-furnish so far as clothes go. Easter is almost universally recognized, not only so far as the male sex is concerned, but also in the case of the gentler sex as the time for a new personal showing. It happens along about the same time as the opening of Spring and is inevitably bound up with that. Just as the trees come out in a new dress, so in our time we have come to regard Easter and Spring as the opportunity for a new dress for men and women.

This should be taken full advantage of by the men's wear men of Canada this year. Are you preparing to this end? Are you going to make this Easter the best Easter from a business point of view that you have ever had? Here are two or three things which may help towards the attainment of that object.

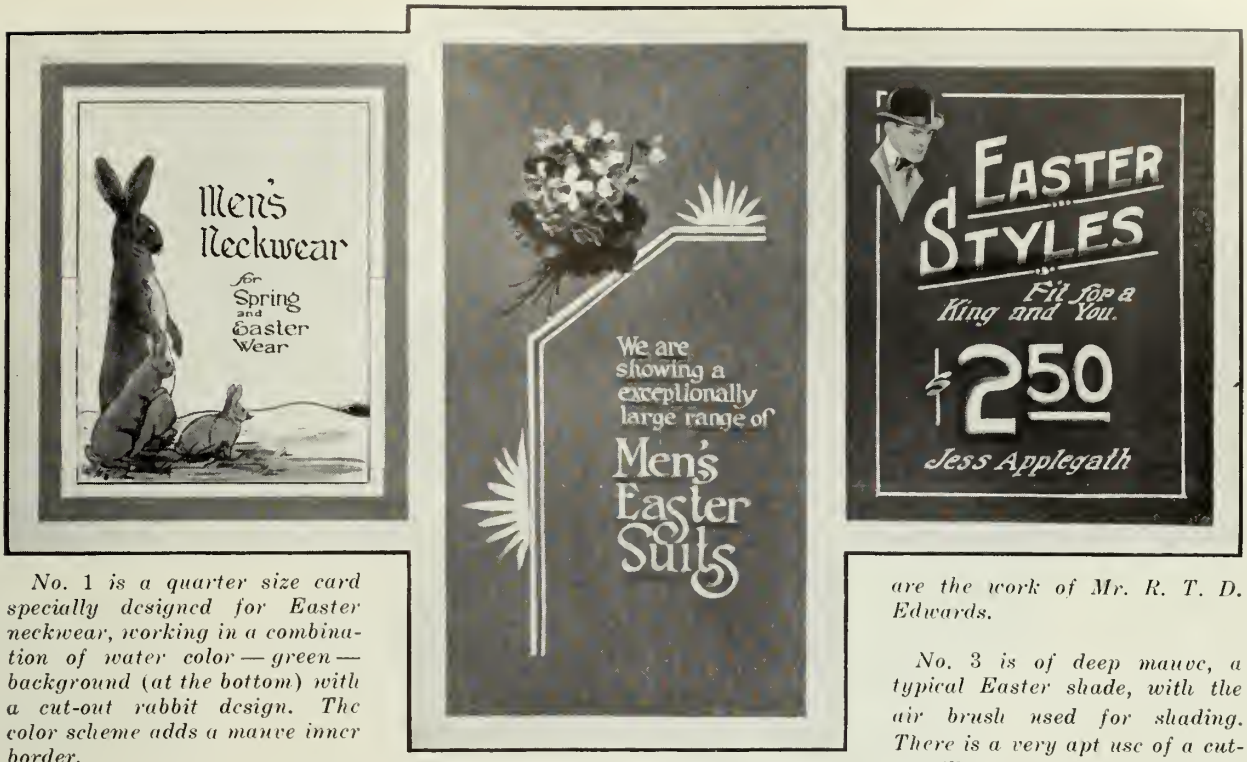
Figure 1—This trim shows the use of a long, low plateau with top of composition board. At the extreme right is a decorative feature suggestive of Easter. The accessories consist of three neckties, two hats, two canes and pair of gloves. Note treatment of rest at top of coat. For detailed description see article on next page.

A Complete Re-Furnishing

First of all see to it that in all your publicity, in all your ways, means and devices for attracting and keeping business at this time, you make the point that the man should not only get a new suit at Easter, but should outfit himself completely from top to toe. Some men's wear men have hitherto made the mistake of devoting their windows to a display only of suits, having window cards and show cards generally which deal only with this one article of men's wear. The more arrows you shoot in the air the better chance you have of hitting somebody. It may be that some of the customers at your store won't want the very one thing that you are imploring them to come in and buy. If on the other hand in all your publicity you point out that you possess at reasonable and attractive prices, and in the very newest of styles, everything that a man can possibly want to garb himself throughout, then you make a wide appeal and you stand just so much more chance of getting business.

The Impressive Window

It is not very far wide of the mark to say that most men get their impression of new styles from the window of a men's wear store. Men do not spend much time reading fashion books like women do; they are not so well guided as to the detailed correctness of prevailing styles.



No. 1 is a quarter size card specially designed for Easter neckwear, working in a combination of water color — green — background (at the bottom) with a cut-out rabbit design. The color scheme adds a mauve inner border.

No. 2 is of a moire greenish grey ground and shows an effective use of a cut-out design of violets as a decoration. The color scheme is a light mauve to a deep violet. The lettering is in white, a combination of letter brush and pen stroke. Nos. 1 and 2 are the work of Mr. R. T. D. Edwards.

No. 3 is of deep mauve, a typical Easter shade, with the air brush used for shading. There is a very apt use of a cut-out illustration of a hat in the upper left-hand corner. A neat and appropriate card. Designed by F. G. Mills, Toronto.

They do not get in 'steen fashion monthlies and pore over these day and night with a view to finding out what exactly is the width of the new Spring tie and how many inches, to a fraction, the coat should be in length. Therefore, the window is the index so far as the average man in the street is concerned to what is new in style. The goods in your window then, should appear as fresh and attractive as possible.

The first step towards this is to have show cards which point out that the goods are new, in the latest style, and at reasonable prices. The idea is to make the impression on the mind of the watcher at a glance and by installing cards of this character you will be able to bring about this condition. To illustrate this point there are some show cards included to give you a good idea of what might be done along this line. Use the symbols of Easter. For instance, if you are a hat man, why not depict an egg hatching, out of which is issuing a new straw hat. In particular cases of the cards shown to illustrate this article there are used the pictures of rabbits. Then again, there are Easter lilies. Above all have your cards **plain**. As has been said, the introduction of pictures of Easter symbols will help to attract the eye, but if these cannot be done well, it is far better to leave them out and rely on printing. Have your cards boldly lettered, and carrying a distinct message. A good suggestion might be to have a card point out that a man should renew the whole of his wardrobe at this time. For instance, "We recover you from head to toe" or some such phrase like that might be a good thing to have on a show card. Good, appealing and attractive show cards are a requisite.

Importance of Trimming

Now as to trimming the window. On opposite page is shown a very attractive unit trim. The unit trim, as readers of this journal know, is coming more and more into general use and on such occasions men respond to this kind of appeal. Notice this trim. It shows the use of the long, low plateau which is constructed from 7/8-inch soft pine lumber to form the frame work, over which a top of composition board has been applied. This can be covered with felt, plush, cotton flannel or imitation.

Wood grain, onyx or marble paper may be used instead. The supports underneath are made from a composition claw foot ornament inverted, and finished in silver slightly touched up in a lavender tint. At the extreme right-hand side is shown a decorative feature in the shape of a flower box made by bending a piece of cardboard into cylinder shape, cutting and opening out the top. This is then covered with bark paper. The sawed end can be reproduced through the use of a circle cut from one-inch lumber inserted therein and painted to represent the end of the log. The boards underneath are made from one-inch lumber, covered in the same manner. The box can then be filled with excelsior moss and flowers, and ferns inserted therein. Still better, of course, Easter lilies can be brought into play. Attention is directed to the accessories which are utilized in connection with this unit grouping. They are three neckties, two canes, a pair of gloves and two hats. Each item of that whole stands out by itself and impresses the onlooker.

Remember Color Harmony

Along the line of this general usage of unit trims, very much can be accomplished towards livening up your displays by the use of a plateau which can be of factory make or which you can make yourself. In the preceding paragraph, fairly broad principles are given by which this plateau can be made and brought into play. The unit trim, of course, is only one kind of trim and each men's wear man will know the opportunities, room and scope of his own window the best. Possibly it is not suited for the unit trim. If not, try and arrange to have a unit trim in

(Continued on page 35.)

Easter Sunday—
Formality and Smartness

If Easter is the re-opening after the Winter closing down—the sunshine burst after the cold and heavy days—surely Easter Sunday is the day of days so far as clothes for formal wear are concerned. Then, all sorts and conditions of men appear in immaculate morning-coated splendor, plug hat glistening, step jaunty, linen white as Easter lilies. A trim of this sort is liable to procure for you a goodly share of that business What are you doing to get it? Surely there are some men among your clientele who will appreciate and be interested—with a view to purchasing—by such a display. This is one of Balmer's best; as usual, it is exclusive to Men's Wear Review.

Your Spring and Easter Ads

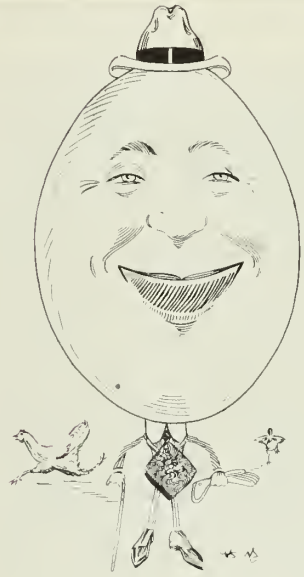
Good Copy and Appealing Cuts Blended in Samples for You

"Lieut. Jack—"

looks mighty well in uniform. So does Captain Jack, Major Jack—any and every Canadian officer whose uniform came from ————'s. Well, we are agents.

You want an outfit that looks the part, a uniform that is punctiliously correct. Listen! We can do it well, quickly, economically. A few days from the time we shake hands you are wearing your uniform. Our military cutter knows his business. That's why he's with us! Come in and prove it.

(Firm name and address)



Egg-cited?

Eggs-actly! He's got his Easter outfit at ————'s. From top to bottom he's the latest thing out!

How about you? You tided over the winter on the clothes and such you had by you, but now the year's at the Spring, and with nature dressing up, you want to follow suit. Have we diagnosed properly?

Well, from morning coat to scarf-pin we can fix you up. There's dash mingled with tastefulness in our goods. When shall we see you?

(Firm name and address)

Talking of Spring—

What is the state of your wardrobe?

The two are co-related.

With Spring almost upon us you are thinking that you need a Spring overcoat, not too heavy, yet warm enough, and smart withal.

Our stock of lightweight overcoats for Spring is certainly the best we've ever had. That's saying a lot. New weaves, new shades, novelty styles, above all wear-ability — these are to be found in the overcoats we're talking of. Drop in and see if we've put the case fairly.

(Firm name and address)

Here are three advertisements drawn up by an advertising writer for Men's Wear Review that should prove helpful for the Spring and Easter campaign. Each is intended for single column, 7 inches—an appropriate size and shape for men's wear copy. Follow style of these suggestions in setting. For your convenience the illustration cuts may be purchased through Men's Wear Review at the low price of 50 cents each, postpaid. Cash must accompany order.

TALKING OF SUMMER LINES—

Bathing Suits High in Price—Greys to Be Popular—Dye Troubles Affecting Hose and Shirts—Ducks in Great Variety—Advance Information on Summer Goods Markets

THE ruling factor in the whole clothing and furnishing trades to-day is the note of warning that is being sounded by manufacturers, importers and agents to the trade at large to the effect that the present condition is a fact and not a theory; that instead of becoming better it is growing worse and there is no telling where it will end. These authorities insist that the wise man to-day is the man who buys all that is offered him of old stocks at as near old prices as he can get up to the point of the ability of his clientele to absorb them.

This shortage will be most keenly felt in the Fall lines of which the colored flannels are already threatened with a shortage that will turn the trade to greys. But in a lesser degree the same causes are affecting Summer lines in somewhat the same way.

"Shortage" is the Big Word in This Connection

Briefly, those causes may be summed up as resulting from the shortage of dyes, the shortage of color in English mills, shortage of all raw materials, army orders and instead of an improvement, a tightening up of all these conditions that is leading to a substitution of material, an absence of colors and an increase in price upon which it is as yet unsafe to place any limits.

Old Stocks Disappearing

It seems possible that the Summer orders besides opening up the new channels of less durable goods and weaker dyes at higher prices and no dyes at all will in addition absorb the last remnants of old stocks at old standards of manufacture and of price. The Summer will represent the line of demarcation between the definite if temporary passing of the old order and the introduction of the new. For that reason it is hard to speak with authority of the condition that will exist then for there are already indications that a more or less chaotic condition exists in the intermingling of old and new makes and a wide range of prices in the same quality of goods. The trade is "spotted" so to speak. Nevertheless, it is no time for hesitating or haggling. Delivery has become much more important than price. Quick decisions are of paramount importance.

The heaviest demand and strangely enough the greatest stocks are in staple, good old bread and butter lines. This is a basic condition. It emanates from the people who incline to soberer, less colorful and novel wearing apparel and it is forced on them by the manufacturer whose mills are so busy on army and other orders for just plain clothes that he has no time to give to a taste for novelty effects and simply says of his plainer goods: "Take 'em or leave 'em."

In colored goods—bathing suits for instance—the pinch is becoming more and more felt as the days go by. Dye manufacturers are back to processes in dyeing that have been dropped for ten years and are meeting with indifferent success in their efforts to replace the German anilines with a good, fast dye that will not run. Like the fancies, there are certain colors that may not exist in appreciable quantities on the market of next year, so that plunging in colored goods is good, conservative buying. Even the fancies, or the bulk of them, depend largely on the dyes for their manufacture. The larger part of future eventualities in Summer goods hinges on that one factor—the dyes. It is decidedly no season for novelties. The chief thing in supply sources is to be able to get all of the goods required. There will be fancies and novelties of course, but just in spots. It will not be a general condition.

Mills Discourage Quoting

The mills evince a healthy interest in normal trade despite the large outside orders they are receiving. But they do not exactly fall over one another in the securing of orders. In fact they discourage the quoting of prices. They are price-shy, and they explain it this way.

They say: "Although prices seem high to the trade, they are not high enough. Someone must ask for higher prices soon. We don't want to do it. We know you won't buy. You'll say we are robbers. So we'd rather you look over some other houses' lines. Let them sell you at a price below the market or else bear the onus of first asking for the advance. You won't pay it, not yet. But you have to be educated, so let George do it." They add "Shoddy that cost us nine cents is now worth from 35c to 44c, and you kick on the present advances."

As to Hosiery

In hose the trade is falling back on the States and finding higher prices for inferior articles. Cashmeres are almost impossible to get, even in the whites, although the dyes are naturally the scarcest. Sand and Palm Beach are in the lead in silk lines, with light colors predominating for the amount of dye that was formerly used on one hundred dozen of hose must now serve for four hundred dozen. In the cheaper lines, cotton is going to largely replace cashmere.

In shirts and collars the same general conditions apply with a noticeable absence of colors and more conservatism. A bigger demand is evident for soft Summer goods, French cuffs and so on, although Fall demand promises a greater use of stiff stuff then.

Bathing Suits Very High

In bathing suits and kindred lines the scarcity is keenly felt. One importer tells of just having received a shipment of boys' jerseys, ordered eighteen months ago and of having heard that another year-old order is on the way. Navy blues are the hardest to get and the most wanted, so that to a large extent anything offered is snapped up in this line.

Prices in boys' jerseys have, to a large extent, been withdrawn. There is very little new stuff on the market, as the small stock of dyes is being used largely for trimmings which are less repelled by high dye prices than larger cloths.

In bathing suits this condition operates to produce a very thin navy or else greys, balbriggans in some cases no coloring matter of any description, particularly as some of the new dyes will be of unknown quality. The goods have advanced in price but are not out of reach. However, as regards colors and sources of supply for same, a great deal of uncertainty exists. A shortage is freely predicted, even in balbriggan, but to what extent is not known.

(Continued on page 39.)

WHAT OF THE PALM BEACH SUIT?

Special to Men's Wear Review

THE trade is in somewhat of a quandary, if one is to judge from enquiries which reach this office, as to whether or no it will pay the men's wear man to stock Palm Beach suits to any large extent. Judging from these letters, dealers in country towns and smaller provincial cities are more inclined to stocking hot-weather clothing this year than last. In view of this, and so that the trade may have some guidance in the matter at an early date, enquiry was made from clothing manufacturers. The following are typical of answers which have been received, and mention, for themselves, what our own manufacturers think:

Cannot Recommend Them

"We had already gone into this matter very fully and decided that we could not recommend our dealers to stock these goods. The season for these garments in Canada is so very short, in fact we have very few evenings in the warmest weather when one could comfortably wear a Palm Beach. Even in New York the sale is very limited and only last season we noticed nearly every shop selling them out, in many cases less than half price. That was in July and a friend bought one and later told us that he only had the opportunity of wearing it twice. They are a splendid hot-weather suit but could not, in our estimation, be handled profitably by Canadian retailers."

Scarcity of Flannels May Boost Crash

This next one, while agreeing that Canadians, as a rule, have not taken kindly to crash goods, points out a reason why this year they may go better. It says:

"In answer to your enquiry re Palm Beach suits, it is very difficult to prophesy whether there will be a sale for this line this coming season. In the past, Canadians have not taken to cotton goods, such as Palm Beach, crash and other goods of a similar character. They seem to prefer light grey tweeds and flannels. However, **owing to the conditions prevailing, the scarcity of flannels and lightweight tweeds, and the high price of same, it is quite possible that there will be a demand for the Palm Beach suit the coming season, especially if the weather is warm."**

A prominent Eastern manufacturer says:

"Answering your favor asking us for an opinion on the popularity or otherwise of the Palm Beach suit for use in Canada, we desire to draw your attention to the "Art in Dress." "Art in Dress"—The whole art, is to look the part, to be fitly dressed. This applies as much to the fabrics a man chooses as it does to the cut of his clothes. The desire to be fitly dressed shows up in the silks, in the pongees, in the flannels and the tropical materials used by the Southern races. This same desire dresses the grim Scotchman in the homespuns and rough tweeds of his native land. Now there is no doubt that most modern men of to-day are fastidious about their dress and ever ready to adopt any new materials that the manufacture may introduce. The Canadian men are reasonably safe in wearing what is being worn at the moment by the best dressed men in New York, **but this does not mean that the garments worn in New York and Palm Beach with the thermometer 80 in the shade are the proper clothes to wear in Montreal, Toronto and Winnipeg with ordinary weather.**

A smart model in Palm Beach cloth, for outing wear.

Every now and then one hears that fashionable men are going in for "Fancy Silk" and "Palm Beach" suits, but on looking around in mid-season, one finds the promised change has not materialized. This year, with foreign makers showing nothing odd or bizarre, the best dressed men will more than ever be conservative. He who can afford a wardrobe will, of course, have three or four lightweight suits, one or two of which will be made of Palm Beach materials and he will have one or two extra Norfolk coats with plenty of flannel trousers

Our candid advice to most dealers in the Dominion is that though they may have a certain number of men amongst their clientele who pretend to dress, it would be poor business policy to carry more than a smattering of "Palm Beach" or "Tropical Clothes in stock."

It would appear from these opinions—and they represent the views of most of the manufacturers—that this Summer is not to be very different from other Summers, after all. The best advice which the retailer can have is "Study your own clientele." If you have customers who can afford two or three Summer suits, then carry a slight or large stock (according to their number) for them. If you have, on the other hand, customers who usually only buy one Summer suit, it seems fairly safe to assume that something more weathery and serviceable is demanded, and that crash goods is too flimsy.

Study your own market, and buy or turn down lightweight crash and Palm Beach stuff accordingly.

It would appear that the average retailer could safely carry a few suits, but each retailer knows best. One thing is certain: the crash suit is not Summer suit—alone.

WHAT I SHALL WEAR THIS SUMMER . . . . . .

By BEAU BRUMMEL

EDITOR, Men's Wear Review:

Dear Sir,—In response to your letter, asking me to give you an advance idea, as I did last year about this time, of how I shall dress this Summer, I beg to point out that you take for granted that I shall have money enough to buy myself an outfit. It is true that business is considerably better all round this year and for that reason I hope to be able to manage a Summer suit and such. Let me say, first, that if I had my way I would dress in khaki. However, I can't, so there's an end on't.

Taking headgear first, I have considerable choice both in style and in article. I might have a Fedora-shaped Panama with a slightly curled brim, a modish but conservative shape, crown not too high, brim medium. I think, however, I shall invest in a split straw, white, and of very quiet shape, wider brim than last year and shallower crown. The bow will be plain black—though I admit the limited use of Puggaree bands (the blazer-striped one looks attractive)—and the bow will be at the side.

Soft and Lightweight Collars

As to collars, I am inclined to go in chiefly for soft ones, or at any rate lightweights. Probably I shall have both. The soft one will be in piqué or Madras, with a quiet super-pattern of dots or perhaps diamonds. Both shallow cutaway and polo shapes will be modish, fastening with either a bar pin or tape and buttons. In lightweights, the collar with fairly long points and the one cut square at the bottom, both leaving ample room for the tie and fastening with the tape will be my choice. I shall, in all probability, wear as low collars as possible, and manufacturers tell me that soft cutaways particularly cater to this. Colored collars, as your readers will know, are quite taboo, the only exception being a pale blue, stiff linen collar which has long been very popular in England. But even that is not affected much here.

Sport Shirts, Of Course

There is a width of choice for me in the matter of shirts. Of course I shall wear sport shirts for leisure wear, for tennis, boating and the like. I have a fancy, myself, for the convertible one which, unbuttoned, gives lots of play for the neck, and, buttoned, makes an ordinary cuting shirt. The shirt will be plain white (material—soisette or cotton) with collar and cuffs having black or heliotrope stripes. I shall have one or two sport shirts with the short sleeves which are delightfully cool. If I wear this shirt for anything but athletics (a good many Americans wore them in the city last year) I shall use the foulard tie, in a nice design (large white spots on blue background) as an accompaniment. But I shall not wear the ring instead of tying a knot. It was faddish; it's done now.

So far as day-shirts are concerned, the predilection for stripes is to be marked this Summer. One I saw recently struck me as being just the thing for the man who desires an extra touch of smartness. It was a white ground with black-striped bosom (stripes half an inch apart and not too heavy) and the corresponding pattern on the cuffs, which will be double. Another equally smart is a plain white, with a single line of black piping down the front and cuffs edged similarly. Crepe shirts are very natty, too, in white or cream. They are soft and filmy. Some will have cut-away cuffs (that is the outside leaf will be cut away). Stripes, not too bright, will be very much worn. Delicate tints, where colors are concerned; but I am inclined to think that many men will run heavily on black stripes. Green is also to be a favorite color, for which hurrah! since I'm half-Irish. An eighth-inch green stripe on white background, at intervals of an inch or so is a mighty attractive thing, and I'm there with one or two of that sort. One or two manufacturers have had good sales of tri-une stripes, three fairly thin lines, in bright orange, black and green—or other combinations—so that some startling colors will be seen. I foresee, however, the biggest call for fairly quiet colors on white or cream backgrounds.

Will Wear Batwings

When I come to ties I am in a quandary. I shall certainly wear more batwings than anything else, chiefly in foulards or a combination of Roman and mogadore stripes. Foulards, I believe, are the best bet. A batwing, to my way of thinking, is the serviceable tie for Summer. Of course, I'm probably in a minority, but this is how I figure it: I don't want a whole lot of surplus silk flapping about in front of me, at my desk and so on, and, without a vest, that is liable to happen, even with the use of a tie-clip (by the by, I guess your readers do quite a business in little accessories of that kind. They are so important). Yes, I think batwings will have a big run.

In long ties, I shall undoubtedly get some tubular stuff, though it will be higher priced this year, on account of the fibre being "bagged" for munition purposes. I saw a very attractive thing the other day in a fawn-colored tubular cord, with a quiet but pretty floral pattern in blue. Very natty! It was intended, I think, to match with a crash suit. Stripes, so far as four-in-hands are concerned, will get the big call again. Black and white, in a combination of Roman and Mogadore, will be strong. Floral and scroll designs are going fast; they've had a good showing. Stripes, as I see it, will be 'de rig.' As to colors, fairly quiet shades will suit my taste, and I'm glad to see they are ordained. It's perhaps a trifle early to be sure as to all neckwear developments, but of this one we may be sure —there will be popularity for narrower shapes. Silks being high has imposed this, and it's a new fashion hint anyway.

Lightweight Flannel Suit

Coming now to the matter of suits, I suppose I have greater liberty than in anything else. I have been wondering whether or no I could afford a Palm Beach suit. I should certainly like one to wear on the few very hot days we have here, but—is the game worth the candle? Is there sufficient hot weather in Canada to make the fifteen or twenty dollars I put into a Palm Beach suit worth while? This is the question I ask myself, and lots of other men will be in the same box. You see, if a man can run half a dozen suits, he's wise to get a crash or lightweight, as one of the half dozen. But since Mr. Average man, I take it, only permits himself one Summer suit, why he would be foolish to have that one a suit which would be too cool for nine-tenths of our Summer. This is not Florida! If I were going to have a crash suit, it would be in the semi-Norfolk style; waisted (yet not so much that the rest of the boys might hint I had come from the corsetiére) and with the mock belt at the back only. I should want the pleated back, giving the shoulders easy play as I walk. Pockets, I think, would be patch. Shoulders would be narrowish.

However, all that's not strictly material to me, since I shan't get a crash. It's a lightweight flannel for mine. I

have already seen the very cloth I want. It's English material, quite plain and patternless, well shrunk and light grey in shade. Checks will also be popular again this year, a trifle larger check than last Summer being particularly modish.

They tell me that Summer suits and suitings are costing retailers more, on account of difficulties in the primary markets and prices are being gradually and steadily raised. Also, I am told, stocks of flannels and worsteds are light, so far as most manufacturers are concerned. If they were extraordinarily light, the crash stuff might, after all, make a big showing.

Now, as to style: As usual in the case of Summer stuff, there are various and widely-ranging details, so that a man, if he wishes, may be fairly distinctive in this regard. I mean, we shan't all wear a very high lapel, nor all a very low one. And some of us who wish to wear pants resembling stove pipes (they are so tight) may do so and be as 'de rig' as the man whose nether garments have medium width.

The single-breasted, two-button sack, with drapery over the hips is the leading coat for both immediate and Summer wear. Peak lapels appear to be favored again, though this is a detail in which, here in Canada, any amount of latitude is allowed. The English lapel is being included in several models. Personally, I favor the peaked lapel.

The coat will be about the same length as last season. While the most popular coat for young men will be a two-button sack, three-button (to button two) and one button will be worn. The two-button sack—for mine, though. There will be few coats with cuffs on the sleeve, for which the saints be praised! I shall have a coat with patch pockets, having the fairly long, square-finished vest.

I know that many men, particularly the younger set, will favor outing and Norfolk styles. These will have two pleats in the back, running over the shoulder. They will be fairly loose, though perceptibly waisted. By the by, cuffs on the coat I shall have will be rather narrower, and without fancy buttons.

As To Smaller Things

'Sox' is an item that perhaps gives more scope for individuality in choosing and wearing than almost anything. Plain colors in silks are good; so are shot effects in vari-colors, red and black, blue and black, and so on 'ad infinitum.' Personally, black silk, very light in weight, is about my particular fancy. Some clocks will be shown, and the clock design is an old favorite of mine. I don't think colors will have as big a run as black, and white ought to make a good showing, particularly for athletic wear.

The last but by no means least item of dress which is important is accessories. I infer, more particularly, belts, invisible suspenders, jewelry and the like. A belt which has been selling to a large extent in the States and also in lesser measure in Canada is an elastic affair, avoiding the buckle. It is leather, but is so made that it expands enough to give perpetual comfort, yet contracts sufficiently to give proper support.

Tie clips do not alter much. The initial pin is regarded as a good tie clip, and it has the added attractiveness which comes from the personal touch. Another natty clip is a cameo design and links are sold to accompany this.

There is little change in canes this year, and I suppose a man may use what he prefers. For myself, a white cane is the thing for Summer; I shall shelve my ash till next Fall, when I take to the lighter stick.

Now, all this harangue is in response to your query. It is my idea of good Summer dress, correct Summer dress, distinctive Summer dress.

With kind regards, I am, Sir,

Yours,

BEAU BRUMMEL.

SELLING METHODS FOR EASTER

Continued from page 29.

the store and decorate the window as well as may be, along the line of including as many lines as possible. In view of the fact that possibly the biggest factor in the renewal of a man's wardrobe at this time of the year is the suit, give your attention to this trade, both with regard to displaying these and to pointing them out by show cards. As to display, bear in mind the necessity for paying special attention to coloring and the natural fitness of different articles which will be grouped around your suit or suits. In constructing a clothing window in which accessories are always used, be sure to have them match up well with each other on display. Hats, shirts, neckwear, waistcoats, gloves and many other items used in conjunction with accessories should be selected with great care. Pay particular attention to color schemes; don't have half a dozen ties matching very badly, so far as colors are concerned, with shirts. So much then for the window which is possibly the best advertising medium, through which you will approach and interest your prospective buyer.

Using a Dress Chart

There are other methods too. For instance, one men's wear man known to us has the habit of giving out at the commencement of Spring, a card which is on the reflex side a chart of correct dress. It gives the whole of correct dress brought up-to-date, while on the other side is an announcement of the store, together with a photograph or drawing of a smartly dressed man. The one referred to, for example, had a photograph of a man dressed in immaculate morning attire with a bouquet of flowers, presumably for presentation to his lady friend. This formed the centre piece of the card on one side. A number of these cards were sent out to regular customers of stores, while a continual supply was kept on hand for a month or couple of months in the store itself, so that when anybody came in to buy, they might take a copy of this correct dress chart. That was a good stunt.

Nor should advertising in the papers in your respective towns be forgotten. This, of course, is always an important method of getting business and particularly at the present time. Wherever possible introduce cuts into the ad. They tell the story as well almost as your reading matter. On another page of this issue will be found some suggestions for ads., and cuts can be purchased from Men's Wear Review at a remarkably low figure. The idea would be to get these cuts and use them in conjunction with your own reading matter in the daily paper in your town. Many dealers avail themselves of this service right along.

With the adoption of these few suggestions and many others which will occur to the minds of the men's wear men themselves, the Easter opening should be signalized as a time of good trade and profitable selling.

BANDS AND BINDING

The newest touch of smartness in hats includes a similarity of color in bands and binding in direct contrast to the body of the hat. If one is dark the other is light and vice versa.

A DIAMOND IN A DUST-BIN

Being a Comparison in the Methods—and Results—of Two Men's Wear Men

By GEORGE E. PEARSON

I WAS down in Lachine the other day muck-raking, not ostensibly, but actually. I went down on a false scent. Fellow told my editor there was a live wire there, revolutionizing the sale of overalls to shell-makers. That fellow had a queer taste in knick-knacks.

I arrived at the store of this man who shall be nameless and one glance at the affair he called his window put the kibosh on me. However, I had twenty minutes to wait for my car and an editor with an insatiable appetite for news at the other end of it, so in I went.

A bell clanged loudly in the cavernous depths at the back as I shut the door to. I took a hasty glance about me to get a line on something good to draw my man out on for the basis of a good, strong article. My hasty glance became one of apathetic impatience as I wearily scanned the musty interior. The minutes sped by. No one came. I cleared my throat loudly and shuffled my feet. It seemed sacrilegious—like shouting in a cemetery vault. The dark interior, the musty smell, the general air of neglect was getting on my nerves.

"Whatchu want?"
"I'd like to see your husband," I answered mildly.

"Maw!" shouted a voice, "See who's there."

A slatternly woman presented herself, arms akimbo over a greasy apron that the dim light failed to hide.

"Whatchuwant?"

"I'd like to speak to your husband," I answered mildly.

She eyed my city clothes. "We don't wanta buy nuthin!"

I assured her of the purity of my intentions. She ambled away. There was a muttered conference in the rear of the museum and a discouraged looking man in his shirt sleeves and a worried expression came dragging dejectedly into the room.

I asked him how business was. He straightened up truculently. "Bizness!" he interjected. "Ain't no such animal. It's rotten mister, jest rotten."

I murmured my sympathy.

"It was bad enough before, but now we've got prohibition it just seems like their ain't no bizness in town t'all. An' what there is is all tick. Can't collect nuthin. You ain't wantin' to sell me nuthin?" he cast at me defiantly.

I reassured him.

"Can't expect nuthin' else when my own folks turn aginst me."

I looked my curiosity.

He continued: "Yuh see, it's this way. There ain't many English-speaking folks here, but what there is are good dressers an' liberal spenders. Well sir! d'yu know what they've gone and done? The whole kit and boilin'. Quit me! Quit me cold and gone to buying from a Frenchman."

From the expletives that followed, I gathered that to be a Frenchman was to be a shade lower than a Prussian.

"The only folks I can sell now are the French and it just seems like I can't get no money for anything.

I came to with a start. My attention had wandered after my eye, which had been caught by the business-like efforts of a particularly gruesome-looking spider that was skating about after a crippled and frightened fly that fluttered over the web which hung pendant-like from the smoky chandelier.

I glanced at my watch. The creature tired me. Excessively. The man I mean. "Where does your competitor, this Frenchman, live?"

"Next door," he said.

I excused myself and girded up my loins for the Frenchman and for copy.

The store was the other half of the same building. A fairly decent display of working clothes and boots and the cheaper Sunday-go-to-meeting variety of suits met my eye. No frills, but substantial. Pasted on the inside of the window was a tasteful sign in both languages: "Newspaper Display Week. We sell these standard products. All advertised in the daily papers."

My ears straightened up and my back stiffened. I stepped inside. The owner greeted me. He was a little, young fellow, smooth-shaven and snappy of eye. I could see him quite plainly, for he had done what his neighbor had failed to do—cut a hole for a large window in the side of the poorly-constructed building.

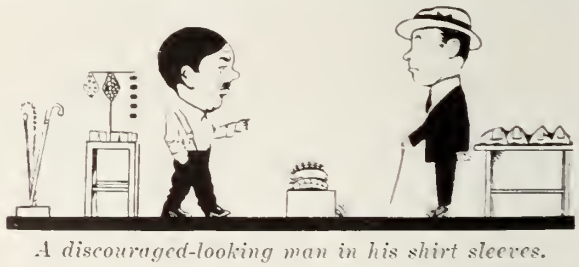
"Monsieur?" he inquired with an infectious smile that irradiated good cheer and spelt "mixer."

I introduced myself and asked how business was.

"Beezness. What you call tres bien, good. I lak him." And he beamed. "Lachine vaary good now. Mak' lots of artillery."

"I hear you have a good English trade," I suggested.

"Oui. You see it's lak dis: My friends here in dis Lachine are poor people, de French. Dey have the large familee, but no monee. I lak' him, but I sell only for the cash. So he leave me an' go where for one dollaire he pay down and get the fifteen dollaire bill of goods. Also, mes-



A discouraged-looking man in his shirt sleeves.

sieur, I sell to the Polak, the shell makeer who comes here ever' day on the car from Montreuil."

I was astonished, and said so. By this time I had had time to observe the stock and fixtures. Everything was in direct contrast to the slothful condition of affairs next door. Instead of dust there was shining brass and glass.

There was nothing ornate about the place, but there was a well-chosen stock, suitable to a small town business.

He explained to me the details of how he first attracted the attention of the shell makers, even those from the

"Beezness what you call—tres bien—*good!"*

shops of Montreal, by approaching them in their lunch hour with verbal descriptions and printed circulars of his bargains in working boots, hats and overalls. He was quite boy-like in his bubbling enthusiasm. He explained that he had started on nothing except a good name. He had worked for wages by day and had spent his nights working on the interior of the store until he was ready to lay in his original stock of five hundred dollars' worth of goods. All on credit by the aid of an indorser on his notes. That was two years ago and now he pointed proudly to his twelve hundred dollar stock, all paid for, which he turned over five times a year.

He had entirely opposite opinions to his competitor on every subject touched upon, even prohibition. He waxed eloquent on that and insisted that there was more money for legitimate trade in a dry town.

I missed my car and waited for a later one under the mesmerizing influence of this backwoods original in his odd-looking clothes, who gesticulated and paced about as he talked of studying the needs of his trade and of catering to the divergent wants of the Polaks and the English. It was like finding a diamond in a dust bin.

GOOD TASTE IN ARRANGEMENT

This is Half the Battle in Window Trims—Originality in Draping—Gotham's Latest and Best Trims For Your Observing

Special to Men's Wear Review by Maclean, New York.

Advance showing of Summer goods for such as can afford to Winter where light-weight stuff may be worn. Besides being a forward style pointer, the display itself is certainly worth while.

WHILE the bombardment of Special Sales is still battering down the surplus stocks, the first displays of new merchandise are appearing. At this early date they are really advance showings; nevertheless, they are necessary to the shop's smartness and in fact to the intrigue of interesting the public.

In the first illustration a markedly impressing trim of Spring shirts is seen. The accompanying window card says: "Spring Buds" and as such the various units are good representations, for they stand out as distinct and fresh as the first blossoms of May. It is exceedingly rare that one sees shirts featured in this snappy way. Each garment, like a diamond, scintillates in the reflected light and its soft delicate colorings attract the most casual glance.

The window is divided into two compartments. On the left silk and cotton goods are shown and on the right fancy Madras. The former in pale blue with old gold stripes is

one of the most effective of the new season's offerings. The accompanying cravats are dark blue and tan and they bespeak the revival of striped patterns for the coming months. Faintest rose with black stripes is the striking color scheme of the shirts in the adjoining section. The cravats are deep rose to harmonize.

Originality in Draping

The shirts in both displays are made with pleated bosoms and soft cuffs. Worthy of particular notice is the drape seen on the extreme left of the window. Drapes are always interesting as they are nowadays a factor in almost every trim, and to produce something original in the way of a drape is the ambition of every enterprising artist. There are times when every display man finds his ideas running out and his most resourceful field for new thoughts along this line is the accomplishments of others in which there are always helpful suggestions. The odd design here seen is created by simply covering a hat box with shirting material pleated and gathered into knobs on the top and bottom of the box or sides, as the box is shown here. A shirt easel is used as a support and through the easel strips of material are draped into flounces falling to the floor. Two walking sticks are so arranged as to appear to be holding this drum-like drape and cravats and collars are woven in to enhance the attractive effect. Several small units consisting of accessories are also scattered over the floor of the window. They detract in no way from the importance of the shirts and in each instance are far enough separated to be conspicuous in themselves.

Opening displays should always be suggestive of distinctiveness, for it is at this time more than at any other that the shop's character is sized up by the public. Not long ago a Broadway shop advertised an opening sale which naturally cast its shadow before it and the wary public hastened by, guarding against any possible deception. The shop soon lost its way and disappeared from the great white trail where thousands of prospects pass along hourly.

It should be the aim of every display man to cultivate distinctiveness in posing merchandise. Recent examples I saw in the Sulka Shop embody the latest ideas adopted by experts and carefully studied would probably offer a helping hand in giving displays a refreshing atmosphere.

In one example cravats and rich silks were featured. Two units stand out and in each instance the artist has given utmost care in adjusting the cravats on smart collars, in arranging the handkerchief and gloves with precision and in the relation of each to the setting. The setting which consisted of drapes of silks differentiated this from the usual effects. In this instance cravatting silks were used for the foundation covering and variety in patterns as well as in coloring is shown. There are few shops to-day that continue the practice of devoting an entire window to goods of one quality, one pattern and one color. If the right individual comes by the one-in-all display may strike him forcibly, but to all others—the nine hundred and ninety nine out of a thousand—its influence is lost, whereas if a choice variety were shown, every passer-by could be estimated as a possible prospect.

Cravats are one of the most popular articles with the display man, but often they are not shown to the very best advantage. A little more thought and time given to the effective draping of four-in-hands would unquestionably be of value. In the average window they are too crowded to look impressive. The onlooker is naturally interested in each individual effect and not in the display as a whole. Thus each unit should stand on its own merit. As another suggestion in pose the cravat unit pictured at the bottom is worthy of note. Especially is the arrangement of the cravat tucked into the collar unusual and pleasing as a decorative touch to the unit.

Rogers, Peet & Co. show attractive arrangement of accessories in this window. Using several units, the effect of a balanced and symmetrical whole is obtained.

The Month's Clothing Trims

As Nineteen Fifteen tottered out amidst a crash of deafening noises, so as I write this, the Winter stuffs are being disposed of amidst the noisy reduction sales in making way for Spring goods. The chief difference is that the reduction sale period is a prolonged noise, while the New Year's Eve demonstration was over in a jiffy. This duration of the Reduction Sale period is unmistakably a handicap to the clothing trade as well as in other lines, but as long as sale displays are classified as a necessary institution it behooves the window trimmer to trot into his felt slippers and get busy regardless of the principles involved.

What constitutes an efficient sale display is generally supposed to be inducements in prices and from the average of such displays it is evident that the appeal of the goods themselves is either secondary or not considered at all. Odds and ends of every description are jammed into the window in every manner instead of upholding the air of refinement maintained at other times. A $20 suit reduced to $14.50 should be even more carefully presented than it was in its palmy days if you expect the credulous public to have faith in your dealings. In the window your strongest claims are smartness and quality, regardless of price and it wouldn't matter if you offered the suit at half its former price or gave it away, the same thing would be true.

As an example of what really constitutes a good sale trim of clothing, the window from the Browning King & Co. shop was good. The window dividers were removed and a generous assemblage of smart garments were posed in most characterful attitudes. Just as on other occasions, every detail was retouched down to a crease, and space, balance and color scheme were as carefully considered in the instance of each unit as was the custom when putting in an opening exhibit. Every article here shown looked its best and the concessions announced on the window cards meant immeasurably more than if the same clothing were given a hodgepodge treatment.

In this particular window the area is usually divided into three compartments and the transformation brought about by removing the division partition changes the aspect of the window so completely that even the daily passer-by is impressed. If shops would frequently vary, their windows in this respect, the public would doubtless be more apt to take notice of the displays. Another feature is that the mahogany panels are covered with white moire silk which makes another striking change in the general aspect. The light background silhouettes the dark clothing and adds a distinctive note that awakens new interest.

Southern and outing apparel is presented with excellent taste in the next trim. This timely showing of smart garments and accessories is intended to make its appeal chiefly to the tourists to Southern resorts and as such it also attracts the attention of others to the smartness of the shop.

Good Taste in Arrangement

Two attractive jackets are shown, the one on the left is of tropical cloth and the other is of snappy checked flannel. Caps to match are included. The sweater coat on the right is well posed and the white half-hose with a checked four-in-hand wound around the form and with a handkerchief protruding from the top adds a dapper touch to the decorative scheme. You will perhaps say that there is nothing in the way of novelty in the various poses here seen. In fact there are actually few trims that can boast of novelty, but there is something more important in the art of trimming: good taste in arrangement. Doubtless you will agree that the trim looks markedly different from the average display of these goods. The objects shown are not markedly different, however, but the treatment in general is the distinguishing item.

It will be found that it is not so much a matter of expense as ingenuity that determines the attractive power of a window exhibit. A discord in the decorative motif, poor lighting and careless posing are responsible for a greater loss of trade than is either quality or price. There are few shops perhaps which have time to separate the chaff from the grain, as it were, and thus in the majority of instances the value of many good poses is depreciated by some slight incongruity. A unit composed of unharmonious parts or lines casts its reflection upon the entire display and this is usually the reason why some popular shops fail in accomplishing the satisfactory results attained by the so-called exclusive concerns which have more time to devote to the details of artistic trimming. The actual difference between the style of exclusive and popular window trimming, however, is so slight that in many cases it is scarcely possible to determine which is which, unless it is by the quality of the goods itself. By close scrutiny and comparison the windows of New York's premier shops show a marked similarity. The exclusive concern has dropped much of its extreme high art and the popular has evolved to a considerably higher degree of refined taste. Thus to the stranger a knowledge of value would in many cases be necessary in discriminating between the two.

TALKING OF SUMMER LINES

(Continued from page 32)

Duck in Great Variety

Ducks are promised a run on account of the turn to whites and they will probably be offered in greater variety. Being outside the dye question and depending more on this continent for their raw material, they will be on hand in sufficient quantities to meet the demand, but probably like everything else, at a higher price. The material has already advanced considerably in price.

In leather belts advances have occurred all along the line, particularly in the high-class goods as a direct result of leather advances and the situation in the producing centres indicates a further shutting off of these supplies.

Hosiery is showing a very strong tendency in the better lines to horizontal stripes particularly in black and white stripes in all shades of material such as champagnes, palm beach, sands and whites which are all as good as ever. The United States is undoubtedly going to be the chief source of supply of all classes of hosiery for some time to come, and cashmeres are being replaced almost entirely by cottons and more cottons. Silk promises to be fairly plentiful but artificial silks are getting scarce for all purposes.

Waterproofs are another line the supply of which has reverted to the United States in the whole range of grades. Flannel pants in both plains and stripes are being bought in greater quantity than ever before.

Last year was probably the best ever known in bathing suits but this year promises to outrank in the volume of its trade. Plain navys of Canadian make are becoming a more important feature of this market than ever before owing to the great desirability of this color in this line and its present scarcity. There is a wide range of condition of stocks on hand in this line. Some manufacturers and agents are in the enviable position of being able to care for their normal trade while others complain of a very serious shortage. At any rate colored bathing suits particularly solid navy blues are going to be very important.

THE TWO-TONED STRAW HAS A HELIO BRIM

Combination Colors in Summer Hats—New Soft "Lid" is Adaptable—Startling Shades in Summer Shirtings.

Authentic and Authoritative Fashion Resume.

What's Old

Shed a tear! Ye large floral patterns in neckwear have had their day. To the bargain counter for theirs.

* * *

The plain sack or reefer coat in crash and light weight suits is to give place to the Norfolk.

* * *

Old-style telescope Panamas, whose brims lap over like a reading shade are taboo this Summer for the smart man.

* * *

Black morning coats step aside and grey worsted will be the thing for Easter.

* * *

Collars of the butterfly shade may no longer have the little wings.

* * *

Large and obtrusive are those which are ordered in their stead.

* * *

Very wide shapes in ties are to be unfashionable in Gotham, which is just as well since silk costs so much!

SPRING is coming. Recently I had the opportunity of looking over some of the new shirtings for Spring wear and I find these are different from anything we have had before, and yet not entirely startlingly new in fashion. That is to say there is no sharply defined trend toward either bright or subdued shades in shirts for Spring. The best shops here, and manufacturers too, are showing both quiet and bright colors. Exclusive shops are sponsoring richness in coloring and very striking patterns. Regarding patterns it is safe to say that stripes once more will predominate. All-over self designs are combined with pronounced stripes. Moire effects, and jacquard figures are also prominent.

Perhaps the outstanding thing about shirtings this year, so far as colors are concerned is the excellent way in which dangerous colors have been blended. For instance, in many of the shirtings I have seen myself already, very strong shades such as red, green, orange are all mingled together often in the same shirt without the result being at all too loud or displaying any discord. Rather unusual colorings are also shown. Crimson, plum, violet, gold are all mingled in stripe designs with black and white, on a very soft, either white or tinted ground, in equisite shading. So far as materials are concerned, Madras corded linen, pique, silk and flannel—all these are represented. As I looked down the rolls of shirting as they stood one on top of the other, I was struck by the fact that the outstanding design was the stripe. Nothing seems to be able to take the place of the stripe in our regard and once more it will be strong for Spring and Summer.

Foulards The Best Bet

Turning now to neckwear, it is said by people who should know that foulards or rumchundas will be the big material for Summer. Last year the foulard had an exceptionally good run and it is showing signs of equalling this, if not exceeding it this Summer. Large stocks of foulards are being made up into ties. Crepes, failles and quite a lot of satins are also predominating in the best range of goods for Spring and Summer. The very high cost of fine silk is a factor to be reckoned with. It must be remembered that foreign silks are practically shut right off. All England is producing now she needs for herself, while France is not putting out anything like the quantity that has been the case in pre-war years. Japanese silks are hard to get at. When they do get here the freights and war risks have put the price up so monumentally that the retailer has to pay dearly. This increases my conviction that cheaper silks and crepes and foulards and satins will be the big thing in material.

As to style it is old news now that the narrow shapes, four-in-hand will be emphasized in Spring and Summer. Already indications are being observed of this tendency. Bat-wings are going to be prominent. These will be worn with the double collars and are being made in both butterfly and square end shapes. Foulard is strong material for this kind of tie. Some combination stripe effects such as Roman and Mogadore are noticeable. In long ties, while tubular will have considerable run, probably the most popular of all will be a four-in-hand in a grenadine or crepe or brocaded silk, in very delicate tints, such as champagne, light greens, tans, etc. Instead of the very large floral treatment which was the rage last year there will be some very dainty patterns on an extensive ground. The patterning in little flowers or diamonds or figures will be placed widely apart on the neckwear giving lots of room for the dark background to show up, when the pattern is in light shade, or vice versa.

Never was there an approaching Summer when so many different styles were indicated in Panama hats. For years the Panama has been lost in the semi-telescope shape with an outcurling flapping brim. This shape is going to be fashionable again particularly in the South which is evidenced by what is being worn at present at Palm Beach. For the rest Panama shapes this year have swung round more to what they were two years ago, with plenty of variety. Drooping brim or a flat brim or a curled brim, all these are in good taste. The Fedora shape is going to be strong if I know anything. The Spring Derbies are showing a tendency to a more moderate curve in the brim and a trifle higher crown. I do not think Brown Derbies will have much popularity. In soft hats, more latitude is allowed than ever. In colorings, greens, pearl grey and browns will again be very strong. A very attractive hat I saw here the other day which I think will have considerable vogue is a wider brim and a soft roll which adapts itself very easily to whatever the wearer would like.

SEMI-NORFOLK COAT IN IRIDESCENT CLOTH

This is Palm Beach's Fashion Forecast For the Dog Days—Foulards to be Strong in Bat-wings and Four-in-Hands.

Special to Men's Wear Review by MacLean, New York

That is to say if he wants to roll it one wa y he can do so. There has been a demand for some time for a hat which can be worn exactly as the wearer desires it and yet look perfectly all right. This should fill that requirement.

Enter Ye Helmet

A rather odd and somewhat freakish fashion is the favor which the helmet is finding in the eyes of people who go in for athletics. There are now golf helmets, riding helmets, tramping helmets and tennis helmets. Why, I don't quite know unless it be that the fashion started down in the hot country, in Florida, for instance, and was an innovation more for the sake of usefulness than ornamentation. However, be that as it may when you play tennis or when you fish or when you play golf you are supposed to wear a helmet. I suppose the first sport to really give the fillip, some years ago, towards this idea was polo. I happened to see one of these tennis helmets the other day in Florida. It is covered with white canvas, is finished with the same colored silk ribbons and has air vents dotting the crown. Very good sport helmets are also made of Chinese pith and are finished with silk pongee; others again are cork, covered with khaki. Usually the under-brims are painted green as a protection for the eyes.

Striped Collars Returning

The striped collar appears to be coming back. One of our best-dressed men the other day was wearing a sort of polo shape, a kind of long-pointd affair in a pale blue stripe, which matched his shirt. As a matter of fact the collar was attached to the shirt. This shirt and collar is perhaps a little freakish but then it has its coterie of wearers.

There is very little new in formal dress. The strong coat is still the approved morning coat with hardly anything which is novel in cut. Dark grey worsted is the material with a sort of hair-line stripe for the trousers which are in light grey. Perhaps one thing may be noted as novel, and that is the use of a white cloth waistcoat instead of silk. This white cloth appears to wear well as well as look just as smart. The ascot tie is still worn and is used with a collar of rather higher variety with big. overlapping wings. Silk hats show little new; they follow more or less the lines of the opera hats used this Winter.

In boots, the tan cloth upper or the grey cloth upper is being sponsored by the best men.

The Separate Ticket Pocket

In sack clothes, the waist is not quite so pronounced as it was and the long and sweeping lapel is surely going. Many men of my acquaintance, some of the best dressers in Gotham are wearing a coat with three buttons now instead of two and with a higher and rather narrower lapel. Something new is the prevalence of ticket pockets on the outside of the right hand part of the coat. This is an English fashion which has been noted in these columns before and is getting more general usage this year. When this pocket is worn there is no little ticket pocket inside the main pocket. Peaked lapels seem to be giving way to the English lapels to some extent. Conservatism is the keynote alike in formal and lounge clothes.

I might just add one note which is important because it deals with Spring and Summer topics: that is, amongst many new novelties in straws the two-toned effects are having considerable run as shown by advance orders. Last season when the two-toned straws or combination straws with silk brim appeared on the market, the price was so high that only the very wealthy could afford this hat. For Palm Beach wear some very smart effects have recently been noted in some of the high-class retail stores in New York. A hat of this variety which I liked very much and which I am told will have a good run, has a leghorn crown and Milan brim. Another one has a Milan crown with a leghorn brim. In the one the crown is tinted a light heliotrope and in the other the brim is tinted. I understand these are fairly moderate priced hats at that.

One other postscript, and that is that there does seem to be, at any rate in America, an increasing vogue for cool clothing for Summer wear. This has brought many smart and attractive styles into the market. Amongst these is the sporting coat—many in a semi-Norfolk style of irridescent cloth. I believe this fabric is also known as Bombay cloth. It is said to have originated with British Army Officers, it is also used for gold suits and riding suits.

What's New

Both bright and quiet colors are displayed in advance showings of Spring and Summer shirtings.

* * *

Stripes are certainly going to be strong. The best shops and manufacturers stand sponsors.

* * *

A new light-weight suit is in irridescent cloth, and the shape is Norfolk or semi-so.

* * *

Leghorn and heliotrope tints in crown and brim of Summer straws are forecast.

* * *

Colored hats! We get nearer to milady's wardrobe every season!!!

* * *

Bat-wings, both square-end and butterfly will be strong this Summer. Vive la convenient tie!

* * *

Stripes are not to be outdone in neckwear.

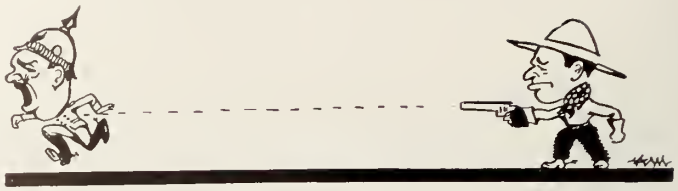
* * *

Popular also will be the little-pattern - on-the-expansive - ground variety of four-in-hand.

THE CANDID ADVERTISER

By B. W. CHARLES

THE most candid advertiser who ever lived, in my opinion, was a dentist, who put up a sign which read, "Painful Dentistry." There have been associations formed within the past year, the object of which is to prevent fraudulent advertising. There would be no need for such bodies if we were all like this dentist. Nor would such correctives be necessary if all haberdashers were as candid in their advertising as Lurie, who has a haberdasher's store in the Queen's Hotel, corner of Portage and Notre Dame Street, Winnipeg.



Winnipeg people are not pleasantly disposed towards Austria.

On January 20, Lurie took a quarter-page in the Manitoba Free Press for an advertisement which marks a new era in salesmanship. It reads more funnily than a comic supplement, and if the whole city didn't talk about that January sale, they must have been deaf, dumb and blind. Lurie heads his talk in big type with the words "Too Proud to Fight," using the word "not" as a prefix, and "for business" as a suffix. There followed a few lines to the effect that, whereas wholesale prices are going up, there are always a lot of odds and ends around a store that must be gotten rid of. Then the fun begins. For pure, unadulterated gall used as a means for bringing custom to a store, Lurie sets the pace. Read this:

Lots of Suckers Wanted

"I've marked down every article in the store so that it'll move, and the bummer the article, the deeper the cut. I've heard it said: "There's a sucker born every minute," well, I need lots of these people to get rid of some of the things I have here. Good chinchilla $2 caps for a dime—10 cents—but, the color looks like——peculiar; so a dime will rid me of them."

Lurie quotes manufacturer's names later, and they include some of the most reputable houses in Canada. From the cut this dealer has made in their line, they will be able to judge what he meant when he said: "The bummer the article, the deeper the cut," and while I like Lurie's candour in many ways, and believe he must have had tremendous crowds at his store, yet, if I were a manufacturer, I'd hate to have my goods named in an ad. which ran: "I need lots of these people (suckers) to get rid of the things I have here."

However, to continue with the funny stuff; and here our friend excels himself: "$1.25 mufflers—cerise ones—they've been here since the year one; I don't think they're worth a nickel apiece, so I'll sell them three for a dime. I hope they sell."

Pause, please. Here's a libel on a noble patriot who has gone to fight for King and Country. A copy should be sent to him in the trenches; he might make a better soldier when he comes back. Evidently Lurie has not been troubled with the dye situation; or, more correctly speaking, he overstocked in colors which should have been in hosiery instead of in neckwear. Listen:

"Nice, warm red neck ties, and some good Irish green ones, too; 75c Bengaline silk ones, and I'll only set you back 17c for one. I've only got about 25 dozen of them."

Lurie a Humorist

Lurie, if he wrote that ad., has missed his vocation. The humor of that last line is equal to that of Stephen Leacock. Here's hoping the twenty-five dozen Bengaline silk ties have faded away. Now he takes a crack at a former employee. Referring to the man who placed the order for this neckwear, he says: "This buyer, you know, I had years ago." (Sounds poetic, doesn't it?) "He's enlisted and gone to the front, and I hope he makes a better soldier than he was a buyer. He must have foreseen the war coming, and knew that dyes would be scarce, and he sure did stock up."

Here he starts to talk about well-known brands of underwear, but takes care to prefix his remarks thus: "Don't run away with the idea that I've only got odds and ends and off-color goods. I carry the best lines of underwear in Canada." The cuts he makes in some of these goods will stagger the makers if they ever see them.

Poor Winnipeg

The unfortunate thing about this Lurie sale is that it will start all the other haberdashers in Winnipeg going, and once they get started, there'll be a scramble, for there are more men's wear stores per thousand population on Main Street and Portage Ave. than in any other city in Canada. They are high-class stores, too. They can show the haberdashers of the East a thing or two in the way of window dressing.

The whole city was talking about the sale for days.

However, getting back to Lurie's ad. There's another funny touch. It is this: "Mufflers, silk (in name only), regular $1.25 for 48c. They're certainly cheap enough if you like the color."

I notice among the lines offered are "Velours hats $4 to $7; price now $1.85." Lurie adds: "These velours hats at $1.85 are some bargain—don't pass this up." I should say they are "some" bargain, and unless Lurie intends retiring from business, I should advise him to put them in his vault while the sale is on, that is, if they are genuine Austrian velours. Some Eastern dealers I know who have them are not even displaying them; and where a man demands one, he pays full price. It will be a long time before Austrian velours come on this market again. However, what is worn in Montreal will not always do for Winnipeg. Perhaps the country of origin has something to do with it. At the present moment, Winnipeg people are not pleasantly disposed towards Austria.

CORSETS FOR MEN! WHAT NEXT?

The Ordinations of National Association of Merchant Tailors at St. Louis — Plum-Colored Dress Suit With Lavender Vest—Enter the Basque.

THE National Association of Merchant Tailors, in convention at St. Louis, this month, settled our sartorial destiny for Spring and Summer at any rate.

Single-breasted, two-button sack coats, with drapery over the hips will be the Spring style. The ballroom of the hotel where the convention was held was filled with models of the spring styles and many striking designs were shown.

Double-breasted coats are to have peak lapels and both single and double-breasted will follow natural lines. Extensive padding will be avoided.

Scotch plaid is to be a popular pattern, judging from the designs.

An extreme model in evening dress was exhibited by one designer, who showed a wine-colored coat. With the coat goes a lavender vest.

Outing coats are to have two pleats in the back, running over the shoulder.

In Summer clothing designs of seer-sucker coats, weighing eight ounces, were shown and also a fawn-colored coat, with white buttons.

Sleeves this Spring and Summer are to be small, with a button at the cuff. Trousers will follow the conformation of the leg, but will not be tight.

Canadian Uniform Seen

Following the opening of the convention, the three "perfect men" chosen to serve as models for the convention appeared in dress rehearsal, A. J. Dietrich, 24 years old, in an olive drab uniform of the Canadian artillery, was in a perfectly good humor until he heard some reference to "Apollo."

"Apollo? Some fellow from the old country, wasn't took much interest in that game. Anyway, I don't believe I look like him."

The sight of Dietrich, who is an athlete with sandy hair and hazel eyes, clad in the soldier suit glittering with brass buttons, was enough to make a matinee girl forget all thought of Francis X. Bushman and other heroes of the movie screen.

Norfolk Shines With Buttons

The jacket was made in Norfolk style and the front was ornamented with brass buttons, on which were the King's crown and a small cannon. And the trousers! Loose and baggy at the top and gathered sharply in at the knee, from where they were buttoned tightly down to the ankle like a pair of leggings.

Military clothes are a big feature of the tailors' convention.

"Apollo? Some fellows from the old country, wasn't he?" said R. E. Litsch, 25 years old, a printer, as he looked over the edge of his bat-wing collar and carefully lifted up the plum-colored coat tails of his elegant dress suit before sitting down.

The suit is the latest in evening dress for men. The carefully creased trousers matched the coat and between the lapels of the coat and beneath the spotless white shirt peeped—a pale lavender vest.

This a Business Suit

F. A. Paschek, 23 years old, unmarried, and a dental student with dark eyes and hair, wore the latest business suit for professional men—a double-breasted frock coat of sand color and an indistinct plaid pattern running through it.

"I should worry about Apollo," said Paschek. "I'm going to have a suit like this when I get an office of my own."

The basque has arrived and a resolution endorsing it and urging its acceptance by the National Association of Merchant Tailors was discussed at the business session of the convention.

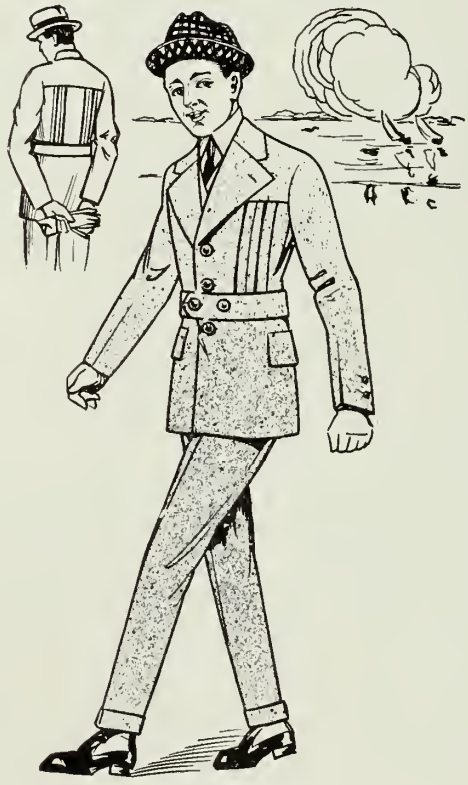
The basque is a "gentleman's corset," according to the powers that set our styles, and is worn for the improvement of health and beauty.

The man's corset will force bay windows back to their proper position, will make "long slims" out of "short stouts," and according to prediction, improve the appearance of the fat man 100 per cent.

Now for the basque. It is designed for the waist line and is made of all grades of cloth from muslin to silk, without bones, lacings, hooks or eyes, has fronts, sides and backs stayed with inlaid cords, and for elasticity has fourteen small springs inserted in each side.

New York and Chicago doctors have told members of the tailors' association that masculine corsets are actually beneficial.

Unlike those worn by the fairer sex, the men's corsets are scarcely more than waistbands, some being as narrow as six inches. They are of the same materials used in the manufacture of women's corsets—coutile, net, silk and satin, and range in price from $3 to $15.



Boys' size in a young man's suit is this attractive model by Saxe Clothing Co.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — MWR — 143-153 University Av. TORONTO-CAN

VOL. 6. MARCH, 1916 No. 3

A NEW SERIES

IN THIS issue appears the first of a new series of articles. It is entitled, "Making a Suit of Clothes," and will be followed by similar stories of the manufacturing end of the men's wear business. The reason for such a series is that the clerk or the men's wear man may know exactly the why and wherefore of what he is selling, and the price, and the conditions which govern price. A clerk will sell a suit of clothes more readily and more easily if he knows what labor is behind it, how it has come up from the first stage—the order taken—to the last—the finished article. He will sell a tie at its proper value and have less trouble in so doing if, from a knowledge of its process of manufacture, he is able to see just why it costs so much at present, and to talk knowledgeably to his customer about the various stages of its making. "Know thyself," said the sage. "Know your goods," say we. And this series, of which the first appears in the current issue, will help towards that laudable end.

CONSIDERATION DUE THE TRAVELER

THE attitude of the merchant toward the traveling salesman should be based on business principles. The merchant should accord to the representative of the manufacturer and jobber the same consideration and attention that he in turn expects from his customers.

This is not always found to be the case. A contemporary cites the following incident to show what the traveling man has sometimes to contend with. The senior partner of a big importing house, being not altogether satisfied with the returns of a junior traveling representative, called the young man into his room and asked him to give a demonstration of how he tried to sell merchandise. The traveler did so in a manner, respectful, dignified and convincing, but the proprietor thought that he could improve upon it, so he told the salesman to sit at his roll-top desk and play the part of a retailer, while he went outside to act the drummer. The chief, outside the room, knocked at the office door. No answer. He knocked again and louder. Still no answer. So he opened the door and walked in, to find his erstwhile salesman with his feet on the roll-top desk and a pipe in his mouth. "Get out o' here!" he shouted to the supposed salesman. "But you don't know what I ——." "I dont want to know! I don't care what you've got, or who you are!" blared the man at the desk. "You're the sixteenth salesman who's called here to-day, and that's enough for me. Git!"

This anecdote may be tinctured with a certain degree of exaggeration, but it is nevertheless true that the traveling man frequently has to face indifference and even discourtesy. It is in the interests of the retailer to at least give the traveler a hearing. He may have something worth while to sell and, in any case, is a fellow salesman and as such deserving of friendly consideration.

THROWING DOLLARS AWAY

IF YOU saw the editor of this paper or its manager or the house which publishes it throwing dollars away because of neglect to stoop down and pick them up, wouldn't you, at least, pass a few caustic remarks? Yet countless men's wear men are throwing dollars away every day of their lives. That is, they are throwing them away because they are not picking them up. Profits must be positive. The waste referred to is the neglect, by many merchants, of the working-man as a prospect. In this issue a practical article appears from the pen of a practical men's wear man in Montreal. In "The Man in Overalls" he gives his view of what money is being wasted by some in the trade who are too high and mighty to bother with overalls and working shirts and the clientele they infer. The point to remember is this: a dollar is always a dollar, whether it is the Duke who spends it at your store for silk hose, or whether plain Bill Jones spends it on a working shirt. It is always a dollar, one hundred cents. The Duke's dollar is not a hundred and one and the workingman's is not ninety-nine. Every dollar is as good as every other one. Why, then, waste any? Presumably the men's wear trade, individually, is not in business for its health. Presumably, it will joyfully ring the cash register upon any coin it can. Why neglect opportunity which is daily knocking at the door? The working-man buys all the time. He buys valuable articles. And if you sell him his working clothes, you will, ten to one, sell him his leisure dress, too. "To whomsoever it may concern"—then, stop throwing away dollars.

EDITORIAL NOTES

DON'T FORGET the man in overalls! He's worth real money to you.

* * *

ARE YOU preparing ahead for a good Easter and Spring trade? Nature does.

* * *

WHAT about your windows? Aren't they good enough to enter the competition?

MONEY IN MILITARY "LITTLE THINGS"

Making Good on Accessories—Some Facts and Statistics as to Receipts — Drawing Attention to the Topical.

WHILE numbers of men's wear men right throughout Canada have taken up the trade to be got in officers' uniforms and have made good on it, there has been a certain section which has not felt inclined to go in for this branch of special order tailoring, but which has, on the other hand, derived considerable benefit from accessories and what may be called 'Little Things.' In passing it is as well to lay down the opinion that wherever possible the two should be blended. The outfitter should be in such circumstances that he is able to take care of orders for uniforms and also orders for accessories. The reason for this is obvious. If you sell a man a uniform you keep him as a more or less regular customer, as long as he is in Canada, by reason of the fact that you thereafter sell him accessories. If, on the other hand, you do not sell him a uniform, if indeed you do not stock uniforms in your store at all, you lose a great percentage of business, as everybody who comes in your store for a whistle cord or Sam Brown belt or cap or puttees is a new customer rather than an old one coming back to get at the same store where he secured his uniform, his 'little things.'

However there is a certain percentage of men's wear retailers, which does not undertake the blending of these two departments and it is interesting to look into some facts concerning the success of a retail concern which has dealt exclusively in accessories. Consider the case of a man in Toronto, who one day recently, one Friday sold no less than $281 worth of accessories alone! This man handled uniforms to a certain extent, but the whole of this nearly $300 represented sales in accessories and little things alone. To go further afield, take a city of nothing like the same size in Ontario. There, a men's wear retailer who sold over $120 worth of accessories in one working day alone. There are letters coming into "Men's Wear Review" from all over Canada which every day tell of the success secured along the line of catering to this military demand and these figures can be backed up to a consider-

W. McClelland, of Hamilton, has one of the best displays of accessories yet seen. No uniform is shown. Note the topical event card.

able extent. There is a man in British Columbia who has done such a good military business since the beginning of the war, in an endeavor to get back the trade through military channels that he lost through the dearth of civilians, that he has been putting over business in accessories and uniforms combined which some days has amounted to $300 or $400. These are facts. As Henry Ford would say, "What one man can do, others may," and these statistics should prove heartening for any men's wear retailer who is thinking of taking up a military department, having lagged behind in so doing thus far.

Some Effective Methods

There seems to be but little need for going into the wisdom of the policy of selling military accessories. Retailers are getting more and more to be aware of this which is demonstrated by their greater and greater adoption of a military department. There are ways and means, however, of getting after this trade to be had in accessories. Circulars have proven effective in very many cases. The accessory trade is important because it concerns not only officers but also non-coms. and privates. The trade to be had in uniforms is restricted of course to the officers. Several retailers have tried methods such as, for instance, hanging placards or notices of their location and what they are doing in public places frequented by soldiers of all kinds, as for example, the armories in different towns, the soldiers' club rooms and so forth. Others have gone to the trouble and expense of sending out extensively a circular detailing exactly what they have to offer in their store. Othrs again have done some advertising in local newspapers, though this has not been followed to any great extent in smaller towns so far as one may judge. Bigger cities have, of course adopted it wholesalely.

The Important Window

To come back to the window as the most important appeal which will bring in trade for military accessories; on this page is shown a window by a retailer in Hamilton, which is, we think we may say in all fairness, one of the best military windows yet shown in Canada. In it everything in the way of accessories was included, everything indeed—to quote a vulgarism of our time—"from soup to nuts." Boots were there, slippers were there, puttees, gloves, ties, canes, mirrors, shirts, gauntlets—these and a hundred other things.

The force of appeal of this window was its completeness; anything and everything that a soldier could possibly need was displayed. The dressing of the window is worth considerable attention because it is on somewhat new lines; also it was a rather awkward window to dress. The shape is not conducive to an effective display of military accessories but the dresser got over this in a manner which was surprising. He used as a centre piece a railing of wood around which and against which he draped his important units. Then in a manner which was apparently haphazard, but which was really nothing of the sort, he managed to get in the hundred and one accessories. Another point about this window which is particularly well worth while noticing is the fact that it uses a topical event in the town as a drawing card. A card in the centre of the window, "Come now," refers to the recruiting campaign of the 173rd battalion and was striking enough as a text to draw on its own account a considerable amount of attention. When the retailer got the attention on the card, it was three-quarters of the way to the goods. He knew he had it to be passed on to what he was showing and selling. The use of something topical which will interest the public is absolutely necessary and reference has been made to this in these columns before; to the use of an Honor Roll of some big manufacturer in the city, for example.

It is an important thing to remember that you catch human nature with an appeal to the topical, or something which it knows, or something in the way of an event which has taken place round about them. Having focused attention on this, the eyes will naturally wander to whatever else there is in the window and probably a card announcing an event or a matter of this kind is better than a strictly military show card.

BLACK AND WHITE STRONG

There is a decided tendency to black and white in all classes and makes of goods from hats to socks and but little call for novelties. It is felt that until things are more settled the bizarre is out of place and likely to prove a white elephant. Such is the scarcity in some lines that small mills in some places have had to face the prospect of closing down for want of an adequate supply of yarns.

IN RESERVE

The story is going around of a prominent retailer who received a line of underwear that is much advertised and that is going to be of a less all-wool variety—decidedly so. When this man received his order he said to his manager—"now you just take half those cases and store them away where we won't see them and won't spend them. That's going to be our reserve line and our Fall stock. Push the old lines and we'll have this line next Fall when all the other stores are sold out and can't get repeats."

IMPORTED LININGS TO GO UP

Two popular grades of imported linings used by the coat and suit trade will soon be advanced in price. The goods have a high lustre effect and are made of Egyptian yarn. They are produced in England where recently a price increase equivalent to 12 cents a yard was instituted. On all backstanding orders, of course, the manufacturers are protected, and until stocks in importers' hands are cleaned out the advances will not have to be paid. The goods which were formerly priced at 65 cents a yard will shortly be increased to 77 cents.

A BELT NOVELTY

Tooke Bros. are offering the trade a novelty in their narrow black belt with a half inch grey overstrap that extends the full length of the belt. This is distinct from the old overstrap that is fastened on one end of the belt only. Black belts with white stitching along both edges are also offered as a novelty.

THE FALSE SLEEVE LINING

The false sleeve lining so popular an addition to a waterproof as a preventative against the intrusion of water at the wrist has opened up other possibilities as a protection against both dust and cold. It makes a good talking point that is largely featured in many Burberrys and cheaper grades of both light coats and ulsters.

TAILOR IS IN OPTIMISTIC MOOD

Dan Schwalm, tailor, Donald street, thinks the greatest improvement in the retail tailoring business is in the cheaper line of clothes. "Tailors are the last to get the benefit of improved conditions," he said. He however, is optimistic as to the future and thinks that a much better time is coming.

OF A PERSONAL NATURE

Mr. John Paterson who died in Montreal on February 9, came to that city in 1852 and for twenty-six years was in the employ of Henry Morgan & Sons. He was later vice-president of the Richelieu & Ontario Navigation Company.

* * * *

M. W. Grace, of Arnprior, has moved to larger quarters. He is now in a much better position to show goods, being in a good, large store well lighted and on the best corner in town.

J. H. McKechnie, President of the Canadian Consolidated Rubber Co., Ltd., Montreal, died on February 8th, at his residence. Much revered by his business confreres in all lines of commercial endeavor it is not alone Canadian Consolidated that loses the benefit of his experience and wisdom, but the whole of big business in the East will feel it too. One of his near associates says of him:

"He was a man among men. His sterling qualities and noble character exerted an influence for the betterment not only of business conditions but on the community in which he lived. His was a type that stood for courtesy. integrity, intelligence and prudence. In him were found those fine human elements that go to make humanity better because of his presence. Mr. McKechnie has gone, but he leaves behind him the silent influence of an exemplary manhood that will inspire many to a higher standard of life and living."

The Watson Clothing Co., of Sarnia, are rearranging the interior of their store and utilizing more space. By this arrangement they will have considerably more space in the rear of their store for the clothing department.

* * *

The employees of Grafton & Co., of Hamilton, recently sprung a surprise on D. Hunter, who has for many years been associated with them at the store, and who is now leaving. T. H. Keller conveyed to Mr. Hunter the kindly tokens of esteem and regard, knowing that it would be received as an indication of the attachment which each one of the employees cherished for him. In addition to the presentation of a club bag, Mr. Hunter was the recipient of a beautiful set of military brushes by the office staff.

* * *

Death came with startling suddenness to Mr. Harry Vineberg, of Red Deer, who was 34 years of age and had been in Red Deed for years, latterly with Mr. Rose. He was well liked by all his acquaintance in Red Deer, and he will be kindly remembered by those who knew him in the city and district.

* * *

The employees of A. and T. Hall Co., of Toronto, presented a gold wrist watch and New Testament to Archie Wilson, who is leaving the firm for active service. Mr. Wilson lives at 538 Richmond Street West.

* * *

H. A. Nelson was recently elected president of the board of directors of the Semi-Ready Corporation in Montreal. Mr. Nelson had intended visiting the West this month to see the reconstructed Semi-Ready store on Portage Avenue, but, being unable to get away, he despatched Messrs. J. H. Brownlee, director, and the vice-president, Alfred Wood, to be in attendance at the re-opening by Mr. Van Alstyne.

* * *

The employees of the W. E. Sanford Mfg. Co., Ltd., of Hamilton, gathered together recently to honor Sergeant James H. May and Gunner Stanley Fryer, two more fellow-employees who enlisted for overseas service with the 40th Battery some months ago and are now under orders for active service. They were presented with military wrist watches suitably engraved as a memento of the occasion and all joined in wishing them God speed and a safe return.

This firm's employees are responding nobly to their country's call, and those who have enlisted are assured that their positions will be held open for them until they return after the war, as well as re-imbursed for any pecuniary loss they may sustain through enlistment in the service of their King and country.

W. G. & R. BOYS IN OFFICERS' UNIFORMS

The photo sent us by the Williams, Greene & Rome Company, Limited, of Berlin, Ont., shows four of the fourteen men who have left that firm to enter aetive serviee for their country. From left to right: Lieut. Solon Albright (in charge of Cyele Corps), Lieut. Carl Heimrich, Lieut. Robt. Washburn (the two latter provisional officers with the 118th), Lieut. Harold Scruton (in the trenches).

NECKWEAR

WHAT WILL BE THE SUMMER TIE?

IT is possibly just a trifle early to consider style tendencies for Summer, although a number of manufacturers have gone fully into this already. Others, however, are holding back, and in view of the extraordinary conditions developing along the line of price, they are waiting until the last moment before deciding just exactly what lines they will put out. Nevertheless, some manufacturers have been able to formulate their Summer campaign and there are two or three main issues involved. One is as to the popularity or otherwise of the wash tie.

As to the Wash Tie

This is a subject which may be dealt with frankly, because it has several sides. We have to consider different influences. It is a fact which is hardly to be debated that for the last three or four seasons the wash tie in the Summer has been growing steadily less popular. It is true that last year there was some evidence at the beginning of the Summer buying season that the public would take to the wash tie again. Several of the larger stores featured it when the time came along and there was a certain amount of renewed interest on the part of the man in the street for the wash tie. This, however, did not last. Within two or three weeks the interest flickered out and once more the wash tie proved itself a specific and not a generic line. A number of men bought wash ties because they have always worn wash ties in the Summer. It is, however, not an exaggeration to say that the greater number of the younger men deserted the wash tie last Summer as they did the Summer before for foulards and other fine materials which were, to their way of thinking, more 'a propos' to the garments worn in Summer. Thus, while at the beginning of the last Summer season, the indications were that it would be a good season in wash ties, that was only partially justified. There was some activity, but as the Summer wore along it flickered out to a marked extent. What is more, the trade were rather chary of buying to any extravagant extent until they were sure just which way the wind was blowing. As it turned out they were wise.

Crescent Manufacturing Co., of Montreal, have some very natty tubular stuff. If there is any best in three such good wash ties, it is a fawn ground with pale blue flower pattern shown on the right.

What of this Summer? We have talked to most of the neckwear manufacturers in Canada and the majority seem to think that the wash tie will not have any great run this period. We quote one manufacturer who said: "We are obliged to say that we have not much confidence in the prospect of a successful season on these goods. Our experience of the last three or four years has been that the Canadian trade do not take very kindly to cotton neckwear. We have come out with the finest fabrics we could buy of that nature only to be forced to sacrifice them each season." Another manufacturer to whom we spoke was in total agreement with that opinion. "In my estimation," he said to The Review, "the wash tie is not worth taking up and featuring as an important line. We shall make a line of what we have in stock from last year and doubtless it will be sold, because retailers like to carry a few to cater to the demand of the more conservative of their customers, but we have never found for the last three or four seasons that the wash tie was worth featuring as the Summer line and for that reason we shall not take it up again this year."

Another Opinion

On the other hand, however, there is at least one concern, which is confident of prospects in the wash tie for the Summer. In answer to a letter from Men's Wear Review they say "There will be a great scarcity of this article (the wash tie) and the woven tubular tie of which we are sending you samples this season. The line we are selling at $2.25 is 47 to 48 in. long, made of silk and cotton, with reversible sides and is a wonderful tie for the money and could not be duplicated to-day to sell under $3.00. The other sample of cotton tubular tie is 46 in. long, with reversible sides and wonderful value at $18 per gross. There will be a great demand for tubular ties this season, as there is a great scarcity of regular $2.25 silk ties in the market, owing to the war." This manufacturer, at any rate, feels assured of good business in his tubular ties. We are bound to say, too, that the stuff which he is putting out is mighty attractive. We reproduce it on this page by way of illustration. It is by long odds the nicest thing we have seen in wash stuffs for a long time, and if the market is right, it certainly should sell like hot cakes.

Foulards to be Strong

It is contended, however, by those who do not think this Summer will be a good season for wash ties that the main line in Summer ties will be a foulard. This is urged because the foulard, to begin with, will go pretty well with a Palm Beach suit, if that should be popular. At any rate, it goes particularly well with all light shirts and light grey flannel cloths. In fairly dark colors and in the very popular short design, it is always acceptable and it doesn't lend itself at all towards catching the dust of which there is an inordinate amount around in the Summer months. Moreover, the foulard makes up exceptionally well into a batwing tie and there was an enormous number of batwings sold during last Summer. This is not surprising inasmuch as a batwing is a short and small tie without any long, flowing ends, which, during the Summer, when no vest is worn, would get on to the desk and knock up against things and so catch the dust. By wearing a batwing tie the wearer would avoid that sort of thing. It is a small, compact little tie and besides looking chic, it is a good tie to wear.

Many manufacturers predict that the big line this Summer will be the foulard, for this reason. And some of them are preparing their campaigns based on that assumption. This opinion, too, is held to some extent in the States, where an agent in confirming it is the fact that so many men wear the Palm Beach and light material suits.

As we approach the Summer we shall see which opinion is right. We shall see whether the wash tie will be as popular as people suppose or whether the big line will be the foulard as some others imagine. For the present, we do nothing except present the views of the manufacturers for and against, and leave it to the retailer to know himself whether his trade calls more particularly for one or the other.

EASTER NECKWEAR

Easter always brings with it a special demand for neckwear, and the manufacturers are preparing many novelties in addition to the usual staple lines. Printed crepes and broche failles promise to become popular. There is also a demand for embroidered silks which have the appearance of being hand-embroidered with Easter lilies of the valley on a leaf. These will no doubt be particularly appropriate. Checks are also reported to be coming in again, varying from a quarter inch to an inch and a quarter. Stripes will also be popular, the hand woven double stripe, being in evidence. Also a new design will be a large white tissue spot on black background.

WITH OUR ADVERTISERS

From Information Supplied by Sellers, But For Which the Editors of The Review Do Not Necessarily Hold Themselves Responsible

In view of the fact that considerable difficulty is being experienced by dealers in securing woolen goods from abroad, Finnie & Murray, importers and manufacturers of gents' furnishings, Winnipeg, have gone into the manufacture of underwear, which they are putting out under their own brand name of Kozyrib. This is an all wool unshrinkable line, and the claim is made that the ribs leave an air passage betwen the body and the garment, keeping the body healthy and warm. It is made from staple pure wool yarn guaranteed unshrinkable, as the wool is washed before being put into yarn. This underwear is being turned out in a variety of qualities and weights.

Finnie & Murray, importers and manufacturers of gents' furnishings, Winnipeg, have arranged the territories being covered by their salesmen, and have increased their staff by four. Their representatives are now working as follows: Wm. Curl, centre Saskatchewan; Wm. Morrison, southern Saskatchewan; B. Saunders, north Saskatchewan; E. M. Kane, north Alberta; F. O. Burgess, southern Alberta; G. A. McIntyre, British Columbia and F. C. Goode, Manitoba.

NEW MILLION DOLLAR CORPORATION

The business of the National Cash Register Co., which up to the present time has been handled in Canada as a branch of the parent company at Dayton, Ohio, will be incorporated and will be known as the National Cash Register Company of Canada, Limited, according to the last issue of The Canadian Gazette. The capital of the company is $1,000,000, which is fully paid up.

The management of the Canadian Corporation will be in the hands of Mr. H. J. Daly, who has been manager of the Canadian branch. Mr. Daly will be managing director of the new corporation, and his assistants are all Canadians, Mr. W. J. Irvine being assistant manager; Mr. C. H. Rooke, office manager, and Mr. W. L. Tobias, factory superintendent.

The National Cash Register Co. is one of the best known and most highly organized industrial concerns in the world, and its entire capital and ability is devoted to the creating and manufacturing of store and office systems.

Continued on page 58

An unusual stripe design shown by Tooke Bros., Montreal

Gossip of the Trade

By C.W.B.

A DEALER showed us the other day a line of bathing towels which he said he had just recently introduced into his stock against the advice of the manager and by featuring them in conjunction with bath robes, slippers his new line. Which made me wonder why more men's wear stores did not carry this essentially men's wear line.

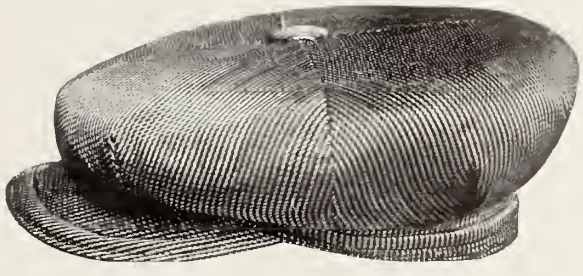
Bread and Butter Lines

There is probably more attention being paid to-day to old and standard lines in Montreal shops than has been the custom for many a long day. Merchants are getting out goods that positively have dust on them and are selling them like the proverbial hot cakes. The situation is happily similar to one I witnessed a few years ago in a small mining camp in the West. Floods destroyed the railroad and isolated the camp, commercially speaking, for ninety days. No goods entered the town, but the people went on eating and drinking and wearing out clothes pretty much as usual. The consequence was that goods of a vintage that was lost in legend sold at top prices. When the railroad finally got to operating, everyone who had been on the job was ready to buy new stocks on a basis of empty shelves.

The wise ones even in the smart shops in Montreal and I imagine all over Canada are doing that to-day.

When Hearts Are Young

A manager who is unusually successful in smart lines explained to me his method. In the Winter time he sees to it that his clerks, even at some expense to himself, are well and "differently" dressed, differently on each occasion and from the other guests at the various social functions they attend. Incidentally, attending functions is one of the best things they do. The consequence is that each of them, even the nineteen-year-old junior clerk has his own particular clientele who insist on being waited on by their own particular friend. The manager advises them not to do any vulgar touting though!



Boston Cap Company have an excellent Summer cap in light weight and light shade.

Chagrined Buyers

Many is the quiet chuckle being indulged in by the fortunates whose orders have either been filled or confirmed at less fortunate individuals who are having to stock with some "filler" line to replace some standard that they have always carried, but can't get now.

Actual concern is expressed by some retailers over the blow given to sport shirts locally by some of the French-Canadian customers who insisted on wearing the collar outside and over the coat and so brought it into some disrepute with better informed dressers. However, it is warranted as good as ever outside the city in the Summer places and has actually made a hit in town for wear on dress occasions.

EFFECTIVE ADVERTISING

DURING business hours, every minute has a karat-mark. I meet you at the door and put you through measuring and fitting. You are not back-rubbed along from Tom, to Dick, to Harry.

Thus, you get personal attention, with not a clock-tick going to waste, if I can help it.

$20 to $45 for Suits and Overcoats to measure

CLEMONS
Custom Tailor
Broadway at 39th St.
17 Years on This Corner

An ingenious and out-of-the-ordinary ad, which is calculated to grip the attention of passers-by.

Catering to Localities

A manufacturer explains the great popularity of the French cuff in the West by the absence of good laundry facilities in that section. He says that of his customers, the Westerners orders call for 85% soft cuff and the Eastern orders 85% stiff ones. There's food for thought in that.

Paper Profits

A retailer told me the other day that he figured that all the goods he had in now, or on the way, or confirmed,

were worth from ten to fifteen per cent. more than when he ordered them, so that it was clear velvet for him. His one-time one-dollar glories are selling at one and a quarter now and he expects to put them at one-fifty before the season is over.

Outlook Never Better

It is stated that the outlook was never better for a lively trade in good staple lines that are always good but have not always sold as their merits justified in the past. Cancellations are no longer correct for the man of foresight. Instead, the order is "Ship my goods! I'm getting short."

Apropos of the shortage in some lines one buyer tells of an order he placed for twenty-five dozen hose, of an old pattern that he took in desperation because the material was good. They were to serve as "fillers" to his trade. But they never had the opportunity. They were snapped up as soon as offered and that man is looking for more "fillers."

The Poor Buyers

There is considerable discussion about the lot of the Canadian buyer on the English market. He goes as a suppliant to-day and the measure of the filling of his needs is based on past relations and his present go-get-it-ness.

MANY PRICES STILL SOARING

Tense Hat Situation—Shirts 'Way Up Owing to Cotton Shortage — Advances in Hat Ribbons, Web, Leather Goods, Silks—Overall Prices Steadily Rising.

Special Market Review Article

AS time passes the situation so far as men's wear lines are concerned grows more acute. Price advances, which have already been made, seem only indicative of what is to come. Almost without exception higher prices are inevitable. This question of rising prices was dealt with in Men's Wear Review's February issue, but again demands attention and probably will for some months—indeed until the reconstruction period, following the termination of the war, is over.

The time is at hand when big orders for hats will be placed and merchants will perhaps be wondering why they are asked to pay such a heavy advance in price. Perhaps also they will be pondering over the new features of certain hats. These new features as a matter of fact are very closely connected with the change in price. They are introduced to the end of keeping down the sum which must be asked for the product.

Dyes, of course, are at the bottom of the whole hat advance. It used to cost for instance, 75c a dozen to dye hats. Now it is costing $1.50 a dozen and even at this double figure the results are not satisfactory; far from it.

Aniline Dyes Way Up

Aniline dyes, which up to date have been largely used to procure the right colors, are practically out of the question at the present time. Not only are aniline dyes exceedingly scarce, but manufacturers who are using these state that they are 90 per cent. adulteration. This simply means that a manufacturer pays perhaps $2.60 a pound for a dye which ordinarily would cost 50c a pound—this is an actual occurrence—and he finds that this high price dye is over 75 per cent. salt. One manufacturer so placed was proud of himself for getting the dye at $2.60, which under existing conditions is a low price, but found upon actually putting it to the test that it had little or no value. Salt, it is said, is being quite generally used in dies. It absorbs the color, and will moreover dissolve when put in the vat. It naturally, however, will not give the desired color to the hat or to other fabrics which are being subjected to treatment.

So hats are up. Lines which were selling a year ago at $12 a dozen are now quoted at $14.85. Other lines which sold at $13.50 a year ago are quoted at $16. And English hats, which last fall brought $18.00. Now are selling around $24.00.

Nor are these advances all that are to be expected. Manufacturers have sent to their selling agents instructions not to be too eager in making sales, advising them that hats will, of necessity, go up again in March. The present, indeed, would seem a time when merchants might well estimate early what they will need to bring their stocks up to a good conservative point, and then to place orders for this amount as early as possible. Some merchants, who deal exclusively in hats, took such action last fall—as a result they have the stocks they will need this September at 33 1/3 per cent. better price than they could now buy this.

It must be understood that there are causes for the advanced price of hats other than the dye situation. Ribbons, with which hats are bound, have advanced to such an extent that, binding costs approximately 60c a dozen more than a year ago. These ribbon lines, of course, come from France and Switzerland, mainly, and there the scarcity of labor is greatly interfering with production.

This ribbon scarcity is resulting to some extent in the adoption of welt edges. These are made in rope and triangle and look exceedingly well. Again it is pretty certain that grey hats will be largely used this year. This, of course, on account of the dye situation. With dyes as they are at present it is almost impossible to get good tones in dark and fast colors, especially in navy blue. This navy blue die was used in prodigal fashion just after the war started—so that the limited supply is well nigh exhausted and there is practically a bare market.

Shirt Situation Tense

The shirt situation—especially as to fine shirts—is difficult to understand. The price of raw material is very high. Added to this there is great difficulty in getting labor and an exceedingly high price for this labor is being paid. Also materials are not only scarce but high in price —on an average 25 or 30 per cent. higher than a year ago. Yet in fine shirts there has as yet been little price change. It does seem certain, though, that this change must come. Manufactures so far appear to have been giving the retailer benefit for good buys which they made—but the reasonable priced goods seem about exhausted. For the former $9.00 shirt $10.50 is, or very shortly, will be, the price—the present price of cotton makes this seem certain.

Here, of course, the dye situation is not the only factor. As a matter of fact the growers only put in a two-thirds

crop, considering the large amount of cotton left over made a big crop inadvisable. There has resulted a big shortage of raw cotton—for the "Askings" have been unusually heavy. Indeed, there is at the present time a raw cotton shortage of many million bales—and no relief in sight from a new crop for some months.

Tie Materials Sharply Advancing

So far as ties are concerned here also there is an unsettled condition, but generally the movement has been upwards. Dye difficulties are having something to do with the advance in the price of silk but perhaps of even more importance, is the fact that cotton has been put on the contraband list. This means that Switzerland is getting little or none, and because of this and because so many of their workmen, are mobilized, the silk mills are turning out only about one-tenth of the silk formerly sent from there. What does come through, moreover, is exceedingly late.

Then the other products which have been used in ties to a considerable extent, especially of late, are up in price. Lining is much higher, and satin in the last two months has advanced 5c and is going still higher. No relief seems in sight here, nor is the situation as regards knitted ties easy. The silk needed for these is also very scarce. In fact one manufacturer who has been making silk sweater coats has discontinued the manufacture of these, feeling the need of husbanding his silk for use as raw material for ties.

Another line which merchants are almost certain to pay more for, and which they will almost certainly have to ask more for is suspenders.

Web has advanced 20 per cent. It is certain to go higher, labor difficulties in the staples being one of the big factors which are driving this up.

Then the advance in the cost of brass is an exceedingly important factor. Rolled brass which used to cost from 10 to 15 cents a pound now brings from 34 to 35 cents a pound. This, of course, is due to huge demand necessitated by the tremendous amount of brass being used for the production of cartridge shells. Just what this higher price for brass means, as regards the price which dealers will have to ask for suspenders, may be indicated by taking a suspender and considering the new prices upon various parts of this. Take the button which holds the suspender proper to the leather which attaches to the trouser button. This button now costs from 8 to 12 cents per dozen more than when brass was at the old figure. Then the buckle which fastens the web of the suspender to the leather part upon which the dome fastener is fixed—this used to cost roughly from 32 to 35 cents a dozen. Now it is costing from 70 to 75 cents a dozen. Manufacturers say they must advance prices before long and it will be for the dealer to determine whether he is going to suffer this loss and sell at the old prices, or whether he is going to demand what he is entitled to, and get 30 to 35 cents for former 25 cent suspenders and from 55 to 60 cents for the old 50 cent suspenders.

Interesting Underwear Situation

The underwear situation is rendered interesting by an offer which has been received from English manufacturers. These men are unable to supply the worsted thread necessary for the manufacture of garments but they are able to supply a certain amount of the worsted heads from which the wool yarn can be made. They are unable to spin these in the old country because their plants are all so busy.

Unfortunately so few spinning plants are installed in Canada, that getting the worsted is of little advantage. It does, however, make possible the securing of the yarn at a higher price, for manufacturers are taking the worsted sent over from England; are sending it to the United States spinning mills; paying the duty upon it; having it made into yarn there and sent back, paying another duty upon the finished product. This double duty has not seemed entirely fair and the matter has been taken up with Sir Geo. Foster. Sir George remarked to one of the manufacturers who put the matter before him. "I see what you want. You are after two things. Three things perhaps. I might say four things. The first point is you want to get more wool; and the second, third and fourth points are that you want to get it at a better price."

There is the small satisfaction in this that Sir George is paying more for his underwear than ever before. Unfortunately he will not be a very heavy consumer.

There seems no doubt that underwear generally is going to go considerably higher. To-day manufacturers are paying $1.20 per pound for the same wool which last year in November they bought for 92c. Some sweater lines have advanced as a result of these raw materials rise from $43.50 to $48 per dozen. Others are on the point of going up in March.

In cashmere hosiery there is a shortage at the present time but it is going to be worse. Here too yarns have advanced tremendously. Indeed yarn which ten months ago could be bought for 40c is now bringing $1 and at that the yarns required cannot be secured. Again dyes have a great deal to do with this situation.

As regards overalls the cloth manufacturers are being forced to advance their prices. A considerable move upward came early in February. It was then indicated that the 1st of March would see another upward rise. The old prices at which overalls had been sold—the prices which have in many cases afforded a mighty small profit for the retail merchant—are going to be shattered. They must be shattered unless the retailer chooses to sell overalls as a trade bringer and to put them forward merely as a means of drawing trade to the store. This policy of making overalls a leader seems a good point in some cases, but many merchants are making honest profits on overall sales and that after all seems the object of business.

One cheap grade of cloth which on a contract placed last year had been bought for 8¾ cents a yard is now being secured on a new contract at 12c a yard.

Denims, which were secured last September at 14½ cents are now costing 18 cents. The line which in September last cost 17 cents rose in November to 18½ cents and is now quoted at 20 cents.

Figuring that overalls take 24 yds. to the dozen the advance here of 3 cents a yard will be seen to amount to $1.32. Add to this the very much higher manufacturing cost, as a result of greater capital needed to get the cloth, and as a result of the higher cost of labor, and it will be readily seen that the manufacturer has to do something by way of raising his prices.

Coat Prices Soaring

Certain coats which were at $10.75 are now being billed at $14.75 per dozen. What is going to be the future is uncertain. Some lines of raw material are pretty nearly off the market. Canadian blacks, for instance, have jumped from 14¾c to 19c and the mills will not guarantee delivery after June. Material is being brought in from the States at 19 6 10 cents now (inclusive of duty) in order to get in Canada the supplies which are needed. Indeed there seems nothing to hope for but still more advances.

Another line to rise in price is oil coats. Due to high price of cotton, and of linseed oil these have been moved up 5 per cent.

COLLARS & SHIRTS

SPORT shirts have attained a definite place in the men's wear stocks of both East and West. Of that there is no longer any doubt.

Although it is a seasonable article and was introduced as a novelty it has become temporarily, at least, a staple. This does not mean that it will always be so and that a merchant can carry the line over from one year to another secure in the knowledge of a steady demand. But it does mean that to-day the demand is as strong and well defined as it has ever been in the eighteen-month life of this line.

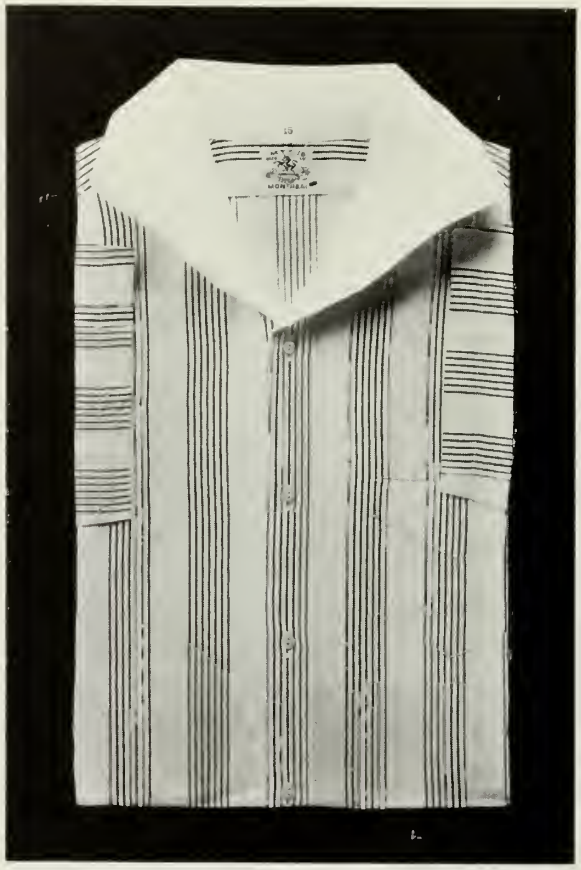
The demand comes from both country and city stores, most noticeably from Summer places and city dealers with a good Summer trade. A noticeable feature in the line is the dearth of novelties—so far as style is concerned, not patterns and colors. The sport shirt to-day is practically what is was when it was first offered to the trade except for a toning down of the extravagance of the early collar. It was found to be much too large and flappy for male snappiness and all those in this season's offerings are of the standard small size collar with hidden button that is buttoned into the opposite lapel for wearing with a tie or for wearing closer about the neck. The chief novelty or rather addition to range has been the inclusion of smaller sizes for young men's shirts.

There are, of course, a few variations of this collar, novelties pure and simple in the way of trimmed collars and they will probably command their share of attention—with the plain. There is so little real difference though that the sale of the one will not injure that of the other, but would probably enhance it. White bodies with white pique or white Russian cord collars represent one class of novelty.

As to Price

Five or six dollars seems to represent the top range at retail price but the amount of this line in silks that is booked is infinitesimal. The two and two and a half dollar line represent the near-top range of most stores' orders and manufacturers' bookings. This grade comes mostly in light weight soisettes, and artificial and near-silks.

Sport shirts will be more popular than ever, manufacturers agree. John Forsyth Company has some mighty nice lines: black stripe on white; plain white; white ground with helio collars and cuffs.



A sport shirt in pale blue stripe, novel and attractive. Shown by Mathews, Towers and Co.

The one big best bet, though, is the medium-priced shirt that sells from $1.25 to $1.50. This is the shirt that heavy orders are being placed for from all sections of the country and without exception white is the color most in demand. One manufacturer places the proportion of his orders in this line as 99 per cent. white, but this cannot be accepted as true of the whole trade. It is too far-fetched to be true in more than one or two cases. But to say that 75 per cent. of the demand for all grades of sport shirts is in white is to be quite safe. Two causes determine this result—the dye shortage and the inevitable long association of white-wear in the traditions of Summer sport clothes. And this is literally a sports garment, for tennis and boating and kindred activities, and how often do we see colored clothes of any description even in the pursuit of Summer sports?

Some Colored Goods Taboo

This shirt was evolved from and took the place of the white duck in the first instance and that fact has governed

demand to a large extent ever since. Colored goods are largely taboo except with the younger and less critical portion of the public but a certain demand does, of course, exist and must be catered to. Likewise duck or dressy imitations of it are almost if not entirely in greatest favor. For as a knockabout article of tried and true quality, duck is hardly equalled.

As to colors in general the rage for white extends clear through the fancy weaves of soisettes and near-silks. Of all the colors, the colored poplins are possibly the most in demand and are offered in a fairly wide range that extends from a light pink to dark brown including most of the intermediate shades. The colors are usually solid and rarely mixed so that after solid whites, the greatest demand occurs in solid tans, blues and helios. The few patterns offered are very conservative such as fine helio or black stripes on white body or solid blues and browns traced with fine contrasting stripes.

The Single Cuff

Everything shown, if it has cuffs at all, shows only the single cuff. The French cuff is noticeable by its absence, strangely enough. There is a certain number of sleeveless

Tooke Bros., of Montreal, have two smart black-and-white ideas. Right, unusual effect: white ground, black piping, repeated on cuffs.

or half sleeve shirts but they rank a decided second in demand. They are very popular for paddling, for tennis and other of the more strenuous sports but to many a summer holiday means an opportunity to loop luxuriantly in semi-dress and for that large class sleeves are a necessary part of their costume. It is the existence of that class that insures the pre-eminence of the line until such time as a better article drives it off the market. A larger part of the demand for cheap lines in other than duck is created by them—such as in mercerized cottons and the other lines that approach as close as possible in appearance to silk without the added price of the latter.

It is the simple uses to which the line is put that insure its simplicity of style and present popularity. There is and promises to be less adoption in it than many class of goods of equal popularity and the cheap lines are undoubtedly supreme above all others and in whites—that much is certain. There is not the slightest falling off in sales from last year. The reverse is true in many cases, that this trade is bigger than it ever was in Canada for that class of goods and that statement includes the recognition of the fact that last year's sales were very large. There is besides normal demand a considerable left-over one from last year. One house states that they could have sold three or four hundred dozen more than they did last year and with that condition existing in other places as well a large part of that demand will spring up with the warm weather.

Fancy Stripes and Pocket Flap

The most attractive of a wide range of sport shirts shown in "Men's Wear Review" was a fancy, blue striped, fancy mercerized cloth in the sleeveless style. It is in one of the more expensive lines but is credited with being the best seller of the house showing it. The stripes are in vertical blocks of varying degrees of width in black and white that make a bar of about one inch and a quarter in width. This line is offered in blues, greys and mauves with black stripe in bars and white pique collar in each case.

Flaps on the single pocket are offered in a few of the better lines and one shown was in a fancy broad striped woven cloth, in mauves and greens, blues and browns with alternating black and pink stripes in each color.

Cheaper Lines in Plain Colors

The cheaper lines tend to plainness and no color has a better sale than plain white or simple light shades. Besides the duck and plain white already referred to there are some simple flower designs shown in white in a stiff cloth. The champagne shades which promise well come in mercerized cottons which are also shown in fine blue, grey and helio stripes with white collars and in khaki bodies. Woven cloths are shown in khakis, champagnes and whites.

Walter Blue & Co., Sherbrooke, have attractive new models in boys' clothing.

The Men's Wear Review Chart of Correct Dress for all Occasions

March

DAY WEAR

1916

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETERAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat, or of fancy fabric cut medium or else double-breasted, with long roll.	Like jacket or in case of cut-away coat, striped grey	Black derby or green or grey soft	White or colored negligee; plain or pleated stiff cuffs.	White wing or double fold; square cut	Four-in-hand or bat-wing	Yellow chamois or tan cape	Cotton, lisle or silk, black or subdued colors	Black or rich, dark brown, plain black with with white or light spats	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links. gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap or buckle, knicker-bocker breeches	Tweed hat or cap.	Negligee: soft cuffs. Cambric or fine flannel	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chamois or special sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet high	Raglan loose-fitting or cape or Burberry	Plain gold bar pin gold links.
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or white or fancy check.	To match coat or grey striped worsted	High silk with broad felt band	Stiff or pleated white.	Wing or poke	Ascot or four-in-hand to match gloves	Pearl grey suede	Black or dark colored silk, plain	Patent leather buttoned kid tops	Black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	White s. or d.b. of pique or linen or black or grey fancy silk	Same material as coat, with or without braid	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, one stud showing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or cape	Black, grey or deep blue silk or other subdued color	Patent leather ties, patent leather pumps	Frock, Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE, STAG DINNER AT HOME, ETC.	Evening jacket, black.	Black silk or linen, single or double-breasted.	Same as above	Silk Alpine plush or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gun metal pumps	Same as above	Same as above	Same as above

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SPECIAL ORDER IS A GOOD STAND-BY

Dealing With One Manufacturer is Better, Say Duncans, of Sherbrooke—A View of the Retail Hat Situation—Getting the Most Out of $4.50 Neckwear

Special to Men's Wear Review by Traveling Staff Writer

THERE are men who will try on half the suits in a store and not be satisfied. The idea of a ready-to-wear suit doesn't appeal to them, and when after trying on a coat for the twentieth time, there is not the faintest gleam of satisfaction in their eye, it is good to have something to fall back upon.

Duncan's, Ltd., Sherbrooke, Que., have found the special order business to be that "something" which can be used as a last resort effectively. In fact, it is the very thing for the man who is prejudiced against ready-to-wear. It is often the only and sure way of clinching an order, and Jas. R. Duncan, president and general manager of this firm, believes that special order business should occupy a bigger field.

Nevertheless, he believes in confining his special order business, at least, at the present stage of the game, to one house. He says:: "While I think this end of the business should occupy a bigger field, it can never assume very large proportions. It is a trade of a suit at a time, and if it is divided among a number of houses, it does not make it worth while for any of them. A special suit is a costly thing to get out, and if a firm is supplying plenty of samples and gives every satisfaction, it is only right they should get all the business."

Young Men's Trade

Within recent years, Duncan's Ltd. have turned their attention more to the young men's trade, of which they secure quite a bit from the colleges in the neighborhood. This fact probably had something to do with the development of the special order business in their store.

Having been in the tailoring business for a number of years, they found themselves exceptionally equipped to handle special orders. Too often, the clothier lacks a knowledge of the intricacies of the physique, and the taking of an order of this kind develops merely into putting a tape around the customer. He measures like the man on the street would do. It is easy to see that the retailer with some knowledge of tailoring and of various types of figures will give best satisfaction, and it is evidence of ability in this direction that Duncan's, Ltd., have never had a special order left on their hands.

Sherbrooke has sent several hundreds of its young men to the Front, and like in any other business, the clothing and furnishing trade has suffered. However, to use J. R. Duncan's own words: "It is as broad as it is long. They will all want clothes when they come back. We have nothing to complain about in the amount of business we are doing."

Talk on Hats

To a representative of Men's Wear Review Mr. Duncan made some interesting observations regarding the furnishing end of his business. On the subject of hats he said: "We hear a lot about stiff hats these days: as far as we are concerned they will not go. Soft hats are still in vogue here.

The interior of the store of Duncan's Limited, Sherbrooke. Note the striking effect of the illuminated showcase.

KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK

KANT KRACK

Trade-Mark Registered

Feature 1
Quickly cleaned with only soap, water and sponge

Feature 2
The heavy flexible lip.

Feature 3
The cemented and riveted lip.

We guarantee the sale *of*

KANT KRACK TRADE MARK COATED REGISTERED LINEN COLLARS

—and that's saying a great deal these days when competition is so keen in the retail business. Here's how we figure it. Few merchants know their trade so well that they are able to select a stock of collars that will sell entirely out. There is almost certain to be one style that will stick in a certain section. This is where our guarantee comes in.

Every **KANT KRACK** collar that does not sell, if returned prepaid to us, will be replaced by any other style selected. No retailer need carry a dead stock of **KANT KRACK** COATED LINEN COLLARS.

The sale is guaranteed.

The collar is guaranteed to give absolute satisfaction.

KANT KRACK COLLARS ARE MADE IN *"ONE GRADE ONLY AND THAT THE BEST."*

Made in Canada by expert Canadian labor and sold direct to the trade only.

Send an open order subject to approval. **Order a few dozen to try them out.**

Remember the 3 K-K-K

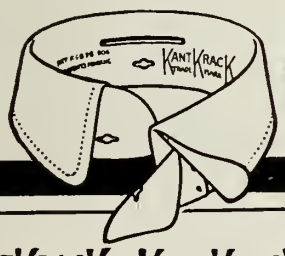
Feature 4
The long slit over back buttonhole

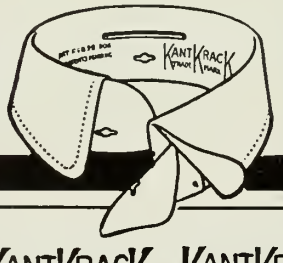
Feature 5
Absolutely waterproof but odorless

Feature 6
Made of fine waterproof coated linen

The Parsons *and* Parsons Canadian Co.

Makers of the famous
KANT KRACK *Waterproof Collar*
HAMILTON, CAN.





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"The way styles have been changing lately is dangerous to the retail trade. The different blocks have got to be watched carefully if the dealer does not want stock left on his hands. Last season was remarkable for the number of contrasting brands which came on the market. Now we are getting down to a more staple basis, and dealers need not fear so much.

"There is a lot of talk about selling a man two hats. It is difficult to work a stiff and a soft hat at the same time. It is strange that a man will buy two suits of clothes, but rarely two hats. The soft hat is so comfortable compared with a stiff hat, and it has been worn so long, it is pretty hard to swing the public round.

"I don't say the stiff hat will not come back before long, but just now there is not the same market for it as for the soft hat. However, next Summer the latter may drop as quickly as that. There is one thing about the stiff hat that is against it in these days of quick change—it is not adaptable like the soft hat. You can put a contrasting band on the latter if you wish to. Then a stiff hat has got to have stiffness. Again, people will not wear colored Derbies."

Selling $4.50 Neckwear

Breaking away to the question of neckwear, Mr. Duncan made some very pertinent remarks anent the price dealers should get for $4.50 goods. It is well known that men are not concerned so much with the price of neckwear as with the appearance. Go into some of the best stores in Montreal and Toronto, and you will find $4.50 neckwear on sale at fancy prices. But it is neckwear that appeals. This is what J. R. Duncan says about it: "If you put a tie in your showcase at ten cents, a man will not buy it unless it appeals to him. You might work it with a woman, but not with a man. If neckwear won't move, price won't move it. If it is good, you can get your price.

"I usually comb my $4.50 ties. Plain colors are always marked 50c. For the more choice stuff I can usually get 75c. Until recently I always sold my $4.50 neckwear at 50c. for most of it. Now I get 75c every time.

A Word About Collars

If the haberdasher depended upon collars for profits, he would soon get the sheriff's business. Collars are a leader in the men's wear store, and the man who gets satisfaction around his neck will assume he is in a store for satisfaction to his whole body.

Duncan's come across a lot of men who think they know the size of collar they take, but don't. After wearing a 15, they will bring it back and hint that it must be a little under standard, as the last fifteen they bought fitted them like a glove. It doesn't matter whether the collar is as black as the stove, he gets a new one for it. "You've got to do that in business," says Duncan's manager.

This firm is launching out on an advertising campaign in the local daily newspaper. They are using big space, the opinion of J. R. Duncan being that with clothing, it must be big advertising or nothing at all. For that reason they have placed orders for some large cuts at considerable expense.

Duncan's, Limited, are the successors of John O. Duncan, who died three years ago. The firm was established about a quarter of a century ago, and occupy premises on Wellington street, the main thoroughfare of Sherbrooke. The interior finish of the store is in golden oak, the silent salesman being brilliantly illuminated from within. They are trimmed with good taste, and are made fifty per cent. more effective by the use of flowers.

The clothing is kept in wardrobes, no display tables being used. Their stock runs in the neighborhood of $22,000. The company is capitalized at $50,000.

WITH OUR ADVERTISERS

Continued from page 49.

WINDOW CARDS

Nowhere, one might say, is the development of the art of window dressing more strikingly exemplified than in the general improvement of the cards which now adorn the well-planned window. And in no single instance perhaps is the improvement in quality more apparent than in the new series of window and counter cards recently issued by the Williams, Greene & Rome Co., of Berlin, Ontario. In originality of conception, in design, and in general attractiveness, these cards are a credit to the manufacturer, to the artist, and to the printer and undoubtedly should be a great help to the trade.

The larger cards are printed in colors and measure seven by ten inches; while the smaller ones, also in colors, come in a size convenient for show case displays, measuring three and one-half inches by four and three-quarter inches. What adds appreciably to their interest and attraction, however, is that they are all hand lettered and printed in a variety of agreeable and artistic color combinations, suitable for almost every kind of trim of men's shirts and collars.

Needless to say, like the product of the Williams, Greene & Rome Company, they are "Canadian-entirely." It will be a distinct surprise to many, no doubt, to find that cards representing such a high degree of artistic excellence can be produced in this country. It looks, indeed, as if Canada had come into her own in advertising art, as well as in some other things we know of.

DELIVERY NOT PRICE

Of all the oddities and novelties now on the market, the greatest of these will be delivery of any line wanted as per order. Many people who think that they are protected will find that they are leaning on a broken reed.

Wool ribbed underwear being made in their own mills by Finnie & Murray, Winnipeg.

MILLER MILLER

Miller Officers' Uniforms

Tailored to Measure at Real Wholesale Prices

We're the oldest and most reliable special order military house in Canada, and as such offer the trade a service in Officers' Uniforms, and Military Clothing second to none.

Before the 500,000 men have enlisted in Canada you will find that it will pay you handsomely to feature **Officers'** and **Privates' clothing** requirements. We make besides Officers' uniforms and coats, all kinds of accessories, including: MILLER MADE PUTTEES—FRAYLESS—$10.50, $12.00, $15.00 dozen pairs; RITE-FIT SPIRAL PUTTEES, perfect fitting, $21.00 dozen pairs.

Our Privates' Breeches sell at sight like hot cakes.

Send us a sample order and feature a military display. The results will surprise you.

THE MILLER MFG. CO., LIMITED
YORK STREET TORONTO

Uniform Contractors to the Dominion and Imperial Governments

SPRING ANNOUNCEMENT

Men's Hats, Men's Caps and Men's Straw Goods

OUR HAT STOCK is now as complete as could be, considering the difficulty in securing goods from the manufacturers in England and other centres.

Shipments are now being made to our customers.

If you have not placed your order for Spring, *do so now.* If we can assist you in the matter, *ask for Catalogue* of new Spring styles.

James Coristine & Co., Limited

Montreal, Quebec

THIS MONTH'S PRIZE-WINNING WINDOW

The windows of "The Boston Store," at Rossland, B.C., which took Men's Wear Review's prize this month.

THE COMPETITION

In accordance with our notice in the February MEN'S WEAR REVIEW, *readers from far and near sent in photographs of their windows as entries for our window trimming competition.*

There were many excellent windows, some of them dealing with Christmas; some not. They reflected great credit, all of them, upon the men who dressed them and the stores who showed them.

The award has been made, and the prize is won by a B. C. window trimmer. To him has gone the five dollars, plus a dollar and a half for the photograph.

Several other photos have been retained, and to the men who sent them in has gone a dollar and a half for the picture.

This competition continues every month. Get busy and send in your window. We don't mind if you have only small window-space; if the display is good, if you have made the most of it, you stand a chance of the prize. Whether you are in a small town or a big city, it's all the same to the judges. The man in the small town can do just as much, pro rata, with the facilities he has, as the man in the large town.

Send in your window, and send it EARLY.

—The Editor.

THE PRIZE WINNER

The winner of the prize in this month's competition was

EDWARD OEHNIG
ROSSLAND, B.C.

This window was decorated for the Edmonton Horse Show. Their colors were blue and gold. In the centre of the full dress window was a large horseshoe made of over 200 golden-colored carnations; 7 blue cornflowers were used to represent the nails in same. On the right side of the floral horseshoe was a huge rosette of blue and gold satin ribbon. Stirrups, whips and horseshoes seen in the background were connected with the floral horseshoe with blue and golden colored satin ribbon. Near the centre of the window was placed a large silver cup, one of the prizes to be awarded at the Exhibition. The sign was carried out in blue and gold air-brush work. The border of the sign was latticed, through which was drawn blue satin ribbon. The wording on the sign was: "Our Tribute to Edmonton's Horse Show." Particular attention was paid to color harmony. There were 700 carnations used in the decorations, all of which were made by the trimmer. The window was the cause of considerable favorable comment by the people of Edmonton.

The only guaranteed line of Men's Suits on the market

"THE Bachelor" SUIT

To retail at $15.00

Blue Serges and Staple Grey Worsteds

Just exactly the lines that get the big all-year-round call and at the price everybody can pay and most men prefer to pay if they get the style and quality that pleases them.

Read This Guarantee:

THE BACHELOR SUIT

$15

SPECIAL

The Superior Value in this Bachelor $15 Special is the result of a half-century of experience. The fabric is all-wool, cold water shrunk and hand-tailored, assuring permanent shape, fit and style.

BACHELOR GUARANTEE

Should this garment fail to give satisfactory wear, it may be returned to the retailer, who will make full and fair adjustment.

(Signed)

The Bachelor Clothing Co.
Limited

LOOK FOR BACHELOR'S FRIEND IN COAT POCKET.

You can double the earnings of your clothing department by featuring the Bachelor line.

You owe yourself an early inspection of the "Bachelor" 1916 range, you owe it to your business, so why not get in touch with us now and inspect our samples. Compare "Bachelor" values then you'll quickly see why our agents are "Bachelor" enthusiasts.

Our exceptional facilities place us in a position to fill all rush and repeat orders immediately.

The Bachelor Clothing Co., Limited

SHERBROOKE, QUE.

"Craftana"

Registered No. 262,0[illegible]

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

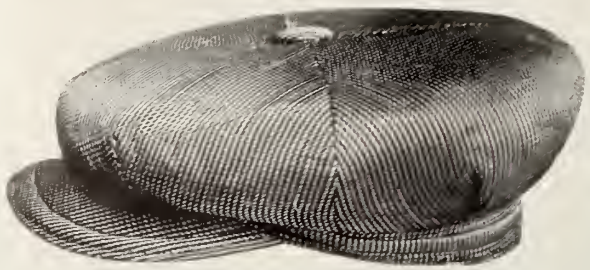
Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.



New Silk for Summer, 1916—cool lining. Note raised band and peak.

Always the Newest in CAPS at popular prices

We make it a point to keep the trade supplied with the newest ideas in caps, and because we buy a little closer than the other fellow, are in a position to give you the latest goods at very popular prices.

We want you to see the fine range we are showing for Spring.

Write for samples.

BOSTON CAP CO.

219 St. Lawrence Blvd. Montreal

You've got the goods —but are they selling?

That's our business—to help you sell your goods. This we do by making display forms so perfect in every detail that **they create a desire for your merchandise** by showing it off to the best possible advantage.

Our 5E Coat Form gives the **proper set** to the garment displayed. Has the round narrow shoulder, makes the collar stand up without bulging and the front to hang right, either buttoned or unbuttoned.

PRICES

No. 5E, as cut	$ 5.00
9-in. round base in black japan	4.50
9-in. round base in oxidized copper	6.00
4AE, 12-in. base, 1⅛ in. standard, for overcoats (ox. copper)	7.00
Coat form with oak stand and revolving motor as used by New York tailors (ox. copper) (Runs twelve to fourteen hours after winding)	30.00
Vest form japanned	3.00
Vest form (oxidized copper), round base	4.00

A. S. Richardson & Co.

Oldest and Best Manufacturers of Display Forms in Canada

99 ONTARIO ST. - - - TORONTO

ARROW PAD GARTER

With the approach of Summer comes the increased demand for Garters and Armlets

Your garter stock certainly needs replenishing now that spring and summer are so near. Look it over and order ARROW PAD GARTERS AND ARROW SILK ARM BANDS now so that you will have a full assortment when the demand starts.

We specialize on garters and armlets, and can therefore offer out of the ordinary prices and goods. Note the following:

No. 386. Price only $24 per gross. Made of ⅞ cable web and moire top. Rubber protected button.

No. 396. $25.50 per gross. Made of ⅞ cable web and silk top. Rubber protected button.

No. 375. $45 per gross. Made of ⅞ silk cable and silk top. Rubber protected button.

If your jobber can't supply you, write us direct.

Arrow Garter Mfg Co.

314 Notre Dame St. West, Montreal

Gent's Furnishing Show Cases

THE JONES SHIRT CASE

Special goods need special cases.

Special cases made to properly display and store goods mean increased sales and profits.

The Jones Shirt Case is just one example of a special case equipped only for the best possible storage and display of shirts.

We equip ten styles of show cases with interior fittings for shirts, at ten different prices.

We can supply you with special cases for every line you handle.

Our catalogue shows many of these. It's yours for the asking.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
69-71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

DENT'S

DENT'S D GLOVES

THE BRAND YOUR CUSTOMERS WANT

Dent, Allcroft & Co.
52 Victoria Square Montreal, Que.

EASYSET SYSTEM

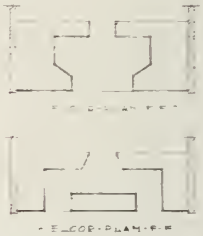
METAL STORE FRONTS

are used by many of Canada's best merchants.

These illustrated Store Fronts were installed by us and represent few of the many styles shown in our catalog.

There's an "EASY SET" Store Front for every conceivable kind of store. There's one for yours.

Write for catalog "M," sent you without obligation.



H. J. ST. CLAIR CO., LIMITED
27 Toronto Arcade - Toronto, Ont.

SERVICE COUNTS

There's no suit on the market to-day that gives better service than our Bannockburn Tweed.

Bannockburn Suits

Specializing on this line of clothes, we are in a splendid position to give you styles, materials and prices which no general manufacturer can touch.

SPECIAL ORDER DEPARTMENT

Suits cut, made and trimmed from own material if desired.

Suits and overcoats made with your material to measure for $8.00. Measure slips and other information.

The Bannockburn Clothing Co.
WHOLESALE TAILORS
319 St. James Street - Montreal

Some advertisers say:—"As soon as business picks up I'll advertise." Fancy a gardener saying: "I'll wait till harvest time to sow my seeds."

Take a tip from us

Order your cap supplies early —prices will soon be up

Coming!

The very latest idea in young men's caps. The tight-fitting, jockey-peaked model that is proving such a big hit in the States.

This latest Cooper seller will be on the market about March 1st. *Order now. Every smart, young man will want one.*

Think what you would be ahead had you bought your Caps only three months ago.

You have another opportunity to make a saving now—by letting us know your needs at once.

Caps are certain to advance further. Scarcity of dyes and scarcity of labor in the Old Country make higher prices unavoidable.

Consider your needs now and order the well-known Cooper Cap.

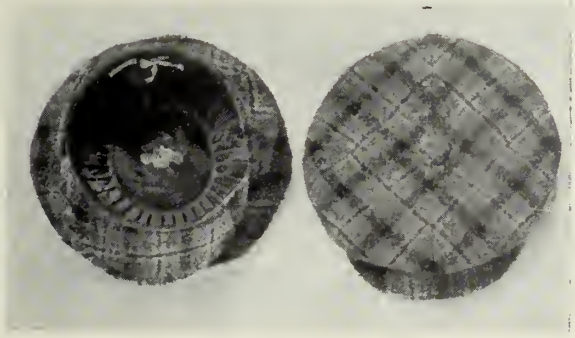
To show this line is to have it accepted.

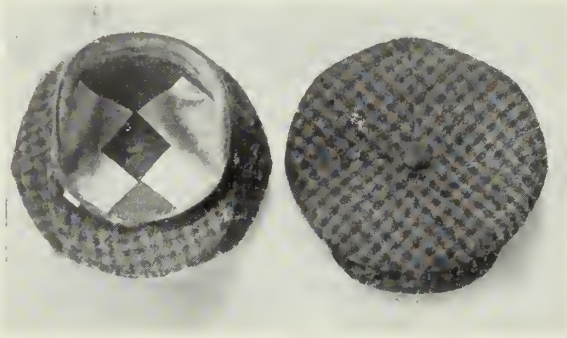
Made for years of the *best* material, in the *best* styles, by the *best* workmen, Cooper Caps have become the Standard.

Get the Cooper Cap Sign in Your Store.

We foresaw conditions and have bought well in advance, so that we can supply your needs and can supply them with the best goods, at the best possible price.

You will appreciate our Fall and Winter lines. Samples are now in our Travellers' hands.





Cooper Cap Company

260 SPADINA AVE. Cooper Building TORONTO

CANADA
UNIVERSITY OVERSEAS COMPANY

University Companies Reinforcing the "Princess Patricia's"

From East and West they're rallying, these keen young college men, to uphold the glorious record of the fighting "Princess Pats". Taught by the experience of the boys already at the Front, those training now all have—or want—a

GILLETTE
Safety Razor

It's a favorite gift from those left behind, for it means to the boys more real comfort and satisfaction than you could ensure for them in almost any other way. So if you graduated so long ago that you cannot go overseas yourself, in the name of your Alma Mater send a Gillette to some brave lad who can.

Gillette Safety Razor Co. of Canada, Limited
Office and Factory : The Gillette Building, Montreal.

The Crest of the University Overseas Companies Reinforcing the Princess Patricia's Canadian Light Infantry

No. 1 Company
Raised by Capt. Gregar Barclay, and

No. 2 Company
Raised by Capt. Gearge McDanald, bath part of the "Princess Pats", with the Canadian Divisians at the Front.

No. 3 Company
Raised by Capt. Eve, Naw reported in France.

No. 4 Company
Raised by Capt. Eve, Still training in England.

No. 5 Company
Now being trained by Major McKergaw in Montreal.

No. 6 Company
Naw recruiting.

Recruiting Offices :
Molson Hall, McGill University, Montreal.

Another Timely Gillette Advertisement

The new 4-column advertisement reproduced above, appearing throughout Canada, is a live successor to the many topical advertisements which have done so much in the past to make Gillette advertising interesting and impressive.

The new series of Gillette advertisements, of which this is one, deals individually with various units which Canada is enrolling for the front. As almost every Canadian has now an enlisted relative or friend, these advertisements cannot fail to be keenly interesting and exceptionally effective.

We are preparing attractive display cards in colors, along the same lines, which will help you link up your store with this nation-wide Gillette campaign. Write for them!

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: Gillette Building, Montreal

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WE courteously invite you to look over our range of Soft Cuff Outing Shirts, Sport Shirts, Reversible Collar Shirts, also Night Shirts and Pyjamas, for the Spring and Summer Season of 1916. An extensive range in a smart selection of Patterns at popular prices.

Our samples of House Coats, Bath Robes, Lounging Robes, Flannel Shirts, Pyjamas and Night Shirts are also being shown for the Fall Season of 1916.

We are sure they will interest you.

The Dufferin Shirt Co., Limited

914-916 Dufferin Street ∴ TORONTO

Manufacturers of Shirts, Pyjamas, Night Shirts, Bath Robes, Lounging Robes, House Coats

BOB LONG
BRAND
REGISTERED

Known from Coast to Coast

Knitted Goods

the easy-selling, long-wearing line will put that needed punch into your knit goods sales. The reputation the "Bob Long" line has established for satisfaction-giving is *your* best guarantee of quick, profitable results.

Included in our present showing are sweater coats, jerseys, children's suits, etc., besides several exclusive and fast-selling novelties.

A line of "**Bob Long**" **Union-made Mitts and Gloves** will help to round off your next order. These are dependable sellers and are always worth while featuring. The only made-in-Canada Union-made Gloves and Mitts.

Ask to see our very latest line—the "Bob Long" **Union-made Overalls.** Big, roomy, comfortable and long wearing, these are bound to bring you a bigger revenue.

Wait for the "Bob Long" man. He carries a complete range of samples, including a splendid showing of moccasins.

R. G. Long & Co., Limited

TORONTO and WINNIPEG

Five First-Class Reasons

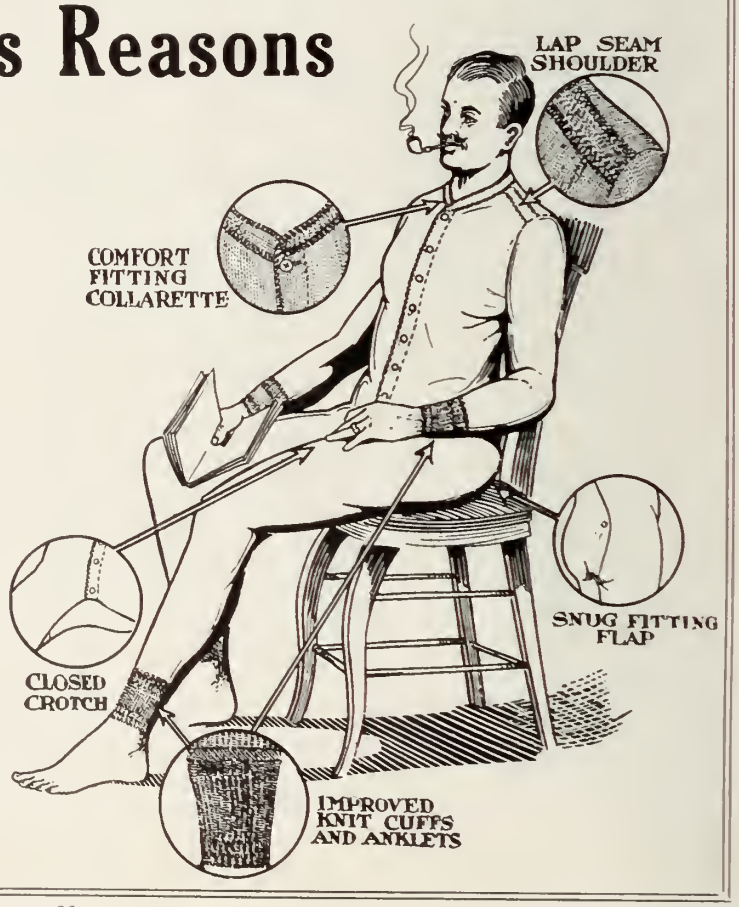
—why you should stock "Imperial" Underwear. You can see them at a glance in the sketch below.

They are:—

Lap Seam Shoulder
Comfort-Fitting Collarette
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets

They are, in short, five "Imperial Points," not found in the ordinary underwear. And remember, they are the points which will please your customers.

In combinations and two-piece suits.



Kingston Hosiery Co.

KINGSTON, ONT.

ARROW COLLARS

1916 APRIL 1916

Watch them

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
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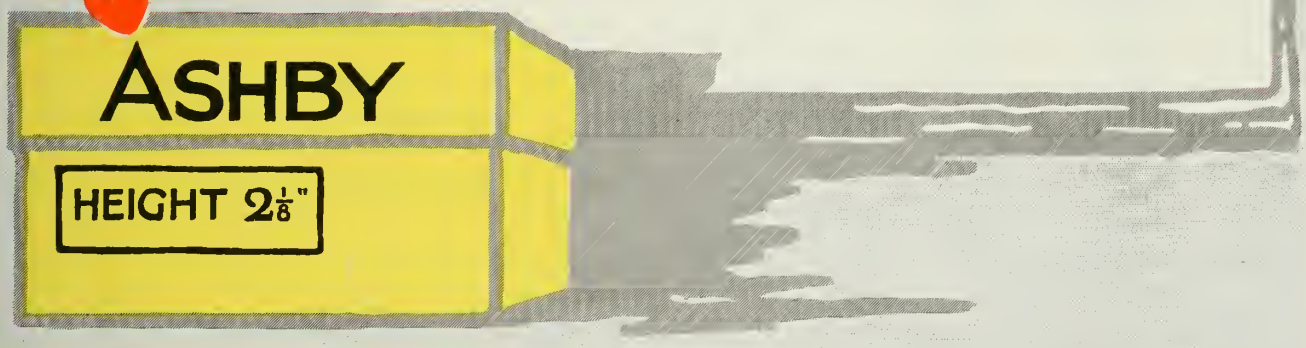


The New Arrow will come out (to the trade) April 1st.

CLUETT, PEABODY & CO. *Inc.* ST. JOHNS P. Q.

The Effect of the Great World Struggle

upon business and upon investment values has been far-reaching. The business man and the investor has never been in greater need of accurate knowledge of conditions—and of the best possible business and financial counsel.

The Financial Post
of Canada

through its unexcelled sources of information, and its exact analyses and forecasts, supplemented by its

By-Mail Information Bureau

which deals with financial or business problems, furnishes a service of unsurpassed value.

ANNUAL SUBSCRIPTION $3.00 A YEAR
WRITE FOR SAMPLE COPY

JOHN BAYNE MacLEAN, President

R. G. DINGMAN M. A., Managing Editor

JOHN APPLETON, Editor

THE FINANCIAL POST
OF CANADA

Published by The MacLean Publishing Co., 143-153 University Ave., Toronto, Can.

A Big Spring Drive

The war's moral is: ***Attack at the right time and in the right way.***

You, Mr. Merchant,

are continually at war against *Dull Buying*—a formidable foe that works havoc against your business and profits.

Sniping won't do against this adversary—you must plan a *"Big Drive."*

The right time to attack is early in the Spring. At this season, more than any other, men have the *shabby* feeling. At this time Nature is shaking off the worn-out garb of Winter, and everywhere a spirit of freshness prevails. Men feel this spirit and the clothes which "passed muster" under the Winter overcoat seem dowdy and out of harmony with the newness of Spring.

Now, then, is the time to attack—to launch a big, overwhelming drive for clothing business—an irresistible drive to break down that "it will last a little longer" attitude.

And the right way is to use Style-Craft Service.

Style-Craft Clothes have that *compelling* style and quality at values which cannot be withstood. *Style-Craft* made-up clothes and Style-Craft special-order suits give you the right equipment with which to win a big Spring battle for the clothing business of your town.

Style-Craft tailoring is guaranteed to satisfy every customer at all times. Our styles and fabrics are smart—irresistible, our service prompt.

Write us for full particulars.

E. G. HACHBORN & COMPANY

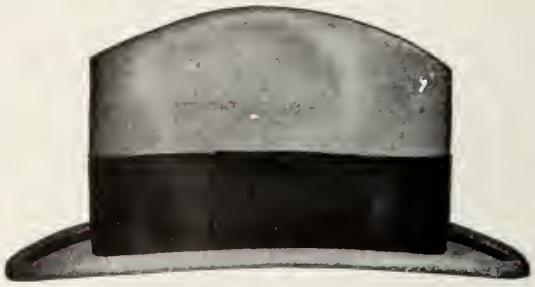
New Address: 50-54 York Street

TORONTO ∴ ∴ CANADA

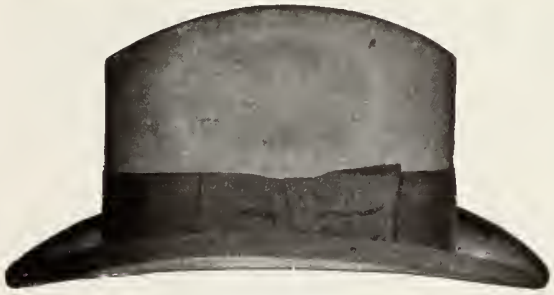
Style No. 2587

Style No. 2561

Style No. 2593



Style No. 2565



Style No. 2590

Style No. 2584

Style No. 668

Style No. 671

Eight New "Canadians"

These will bring a throng of buyers to the hat store that features them. Stock up early with Wolthausen *Made-in-Canada Hats.* Our men are on the road now and a postcard will bring samples and prices to your door. Write to-day.

The Wolthausen Hat Corporation, Limited

TORONTO
28 Wellington Street West

Brockville, Canada

MONTREAL
149 Notre Dame Street West

Send Us Your Name

We have a window display cut-out that will attract attention and help sell the Zimmerknit lines. This and other sales-producing material will be sent to any dealer who will assure us that he has an assortment of Zimmerknit goods.

And, an advertising campaign for Zimmerknit will start in the daily papers in the near future. Connect your store with this advertising and get the full advantage of it, by using display material.

Place a sorting order with your jobber now for Hatch One-Button Union Suits. This will be the most popular Summer underwear garment on the Canadian market. Send us your name and address. Do it promptly, and get in a good window display early in the season.

ZIMMERKNIT

Zimmerman Manufacturing Co., Limited

HAMILTON - - ONTARIO

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Equipment

MILITARY EQUIPMENT
& ACCOUTREMENTS

WHOLESALE AND RETAIL DEALERS IN

CLOTHS, TRIMMINGS and ACCOUTREMENTS for MILITARY, NAVAL, POLICE and Other Forces

WE CARRY THE LARGEST STOCK OF KHAKI CLOTHS IN CANADA
PRICES AND SAMPLES ON REQUEST

MAKERS OF

METAL BADGES, BUTTONS AND ORNAMENTS
MILITARY SHIRTS, BELTS AND EMBROIDERIES

SOLE AGENTS FOR

THE WILKINSON SWORD COMPANY, LIMITED
LONDON, ENGLAND

AND

CONSIDYNE, CURTIS & COMPANY
SOLDIER'S FRIEND BUTTON POLISH
BRISTOL, ENGLAND

Latest Wholesale Price List on Application

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

YOU SHOULD HAVE IT

No dealer should place his order for Raincoats without first seeing

Our 1916 Catalogue
OF
DOMINION RAINCOATS

It shows a complete range of up-to-date, serviceable styles, in a splendid assortment of dependable qualities.

WRITE FOR A COPY

Our line-up is complete, our quality is unexcelled, and our prices are right. Let us show you what we can do.

IT IS OUR DESIRE TO SERVE YOU.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada.

The Bennington Slick Slide Scarfe

(A satin band cravat introduced by Tooke Bros., Limited)

A Tie to Tone Up Your Easter Neckwear Sales

Over 250 Ideas to Select From

Hand Woven Grosmoble Cords India Prints and Portuguese Crepes

Big Range of Patterns and Colorings, in Endless Varieties

Price **$4.25** a dozen

Price **$4.25** a dozen

No. 34

Tie silks are advancing every week but we still sell the extra large shapes at old prices. Send for 5 dozen assortment.

TOOKE BROS., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

Our 1916 Catalogue

OF

"DOMINION" RAINCOATS

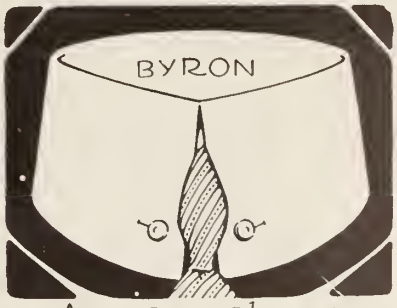
Is Now On the Press

MAY WE SEND YOU A COPY?

It contains illustrations of all the latest style creations, and also tells about the wonderful new T.P. SEAM

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada.



A new shape

TOOKE
LIGHTWEIGHT
COLLAR

SAME SHAPE IN STRIPED MADRAS BROWNING

TOOKE BROS LIMITED MONTREAL

A new lightweight

TOOKE
COLLAR
(in madras-Channing)

TOOKE BROS LIMITED MONTREAL

The Vogue of Lightweight Collar Styles originated in these splendid

TOOKE COLLARS

For snappy style—quick-selling and downright comfort the three Lightweight Collars shown have no equals. Asquith is the one of the most attractive wing collars ever designed All of characteristic Tooke quality and workmanship.

A SMART

TOOKE
COLLAR
LIGHTWEIGHT

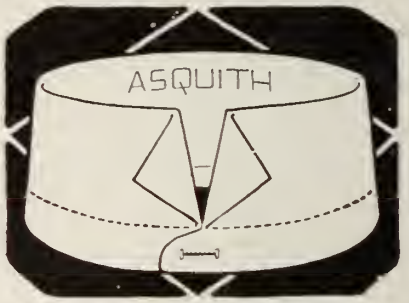
TOOKE BROS LIMITED MONTREAL

TOOKE BROS.

Limited

MONTREAL

TORONTO
WINNIPEG VANCOUVER



A SMART

TOOKE
COLLAR

TOOKE BROS LIMITED MONTREAL

MEN'S WEAR REVIEW

KEEPING DAILY TRACK OF PROFITS

Illustrating System Which Makes This Easy

CAMPS AND THE SOLDIER'S BUSINESS

A Widening Field for Business

UNDERWEAR IN THE MAKING

An Explanation of Process of Manufacture

APRIL, 1916 VOL. VI. No 4.

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-153 UNIVERSITY AVE.
TORONTO

The new Spring ARROW COLLAR - Ashby

MADE IN CANADA

CLUETT, PEABODY & CO. *Inc.* St. John's P.Q.

©

Styles That Attract

Your clothing department sales will become brisker from the stimulus of a display of Style-Craft Smart Clothing. The above reproduction of one Style-Craft display card shows a few of the models in Style-Craft Clothing. These are compelling, will attract the best trade to your store.

STYLE-CRAFT SERVICE will give your sales a big boost. Our Ready-Made and Made-to-Measure Service will fit into your present department advantageously and help in promoting its development to larger proportions.

The customers attracted through Style-Craft Service will be men of smart dressing habits, whose patronage will extend to other departments of your store. Let us send you full particulars of Style Craft Service.

E. G. Hachborn & Company

New Address: 50-54 York Street

TORONTO CANADA

Crescent SHIRTS

FULLY GUARANTEED

THE bulk of our New Fall Line of Shirtings, showing 1st April, will be quoted at former prices in spite of Enormous Advances in Cost of Material "Whisper" We were Covered

WE SUPPLY CUTS FOR NEWSPAPER ADVERTISING.

KHAKI OFFICERS' SHIRTS

Regulation Styles

WE SUPPLY THEM $10.50 TO $24.00 DOZEN

Crescent Manufacturing Co., Limited, Montreal

Front view Auto suit or Union suit

Brotherhoods

H. S. Peters, Limited, Welland, Ontario

Manufacturers of

The Famous Brotherhood Lines

Overalls, 6 styles. **Smocks,** 3 styles, **Union Suits,** 1 style.

The above are made in plain indigo blue and fast black denims, Stifel stripe and Khaki Drills.

Service Coats, Machinists' Aprons, Carpenters' Aprons, and our famous **Auto Suits** are all made in genuine Khaki Drill.

Every yard of denim we are using in the *Brotherhood* garments is the same high-grade denim we have always used. No substitutes. No "fill-ins." When you buy *Brotherhoods* you get the best.

Mogul Apron

We do not sell through jobbers or travellers. You buy direct from us, and you get the benefits of this saving in **Brotherhood** quality.

Don't place your spring order until you hear from us, and

Remember

We can FILL your orders and guarantee satisfaction.

Our offer to reliable merchants is freight prepaid on first order of five dozen or more. Samples prepaid if you prefer.

A line from you will bring our reply with prices and selling proposition.

H. S. PETERS, LIMITED, Manufacturers, Welland, Ontario

Replace those *unmovable* Lines

in your underwear department with "ATLANTIC" men's serviceable underwear. "ATLANTIC" is an unshrinkable pure wool underwear for men. Our modern facilities and proximity to Nova Scotia's fine sea-breeze toughened wools enables us to make a garment that you can absolutely guarantee all wool and unshrinkable. A patronage built upon reliability and satisfaction means continued sales.

Selling Agents:

For Quebec, Ontario and Western Canada
E. H. WALSH & CO., Ltd.
Head Office: Toronto, Ont.
Branch Offices: Montreal, Winnipeg, Vancouver

For the Maritime Provinces
JONES & CAIRNS
St. John, N.B.

ATLANTIC UNDERWEAR LTD., MONCTON N.B.

SNAPPY
Boys' Clothing

These three, and our other styles, are sure to please the boy for their smartness; and parents will appreciate the quality and exceptional value which you will be able to offer in

Proper Clothes

Our line includes the new Norfolk and Suffolk Pleated Suits, made in rough Homespuns, Cheviots and Serges, specially selected for Boys' wear.

The range of Boys' Proper Clothes are well worthy of your attention.

Proper Clothes

are designed and tailored by men who specialize in this line and whose whole attention is given to making boys' clothes.

The prosperity enjoyed by the industrial classes and farmers has put new life into the sales of boys' clothes.

Get a good share of this business by handling *Proper Clothes*.

WAIT FOR OUR TRAVELLERS

COPPLEY, NOYES & RANDALL, Limited
HAMILTON, CANADA

Keep Your Weather Eye Open

for our travellers now on the way to you with a fine range of

Proper Clothes

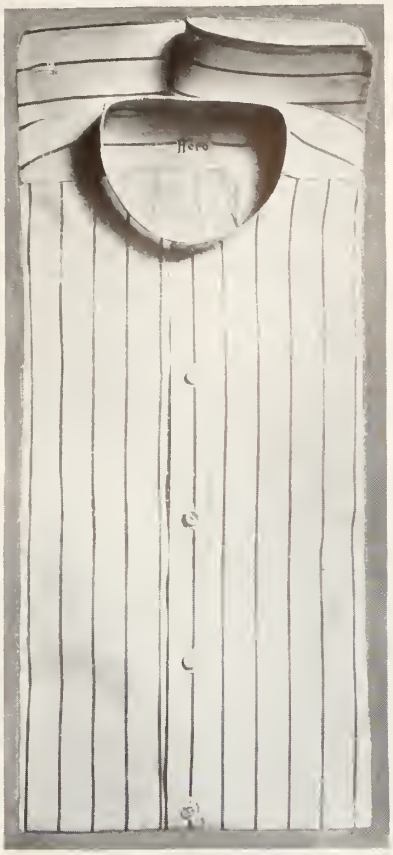
As in the past, we are putting into these lines that quality and workmanship which give entire satisfaction.

Long-standing trade connections enable us, in spite of the precarious conditions prevailing, to obtain the right goods at the right price. We give you the benefit of this in exceptional values.

We stand back of our line and can guarantee your supply.

WAIT FOR OUR TRAVELLERS

Coppley, Noyes & Randall
LIMITED
Hamilton, Canada



Fill Your Windows with "Heros"

"Hero" Shirts are Better

They are always
TO THE FRONT
for
Style, Finish, Quality, Roominess, Value

ALPHONSE RACINE, Limited
Dry Goods Jobbers and Manufacturers
60-70 St. Paul Street West - Montreal, Can.

Makers of the famous "Hero" Shirts and Collars

What about Khaki Drill Boys' Uniforms for the summer? Are you supplied? We stock both wool and duck.

HELLEUR, GARIEPY & BRODERICK, LIMITED
Manufacturers of Men's, Boys' and Juvenile Clothes
16 Craig Street West - - MONTREAL, Quebec

Two or Four Point

QUALITY AND PRICE

Still the Same

$3.80 NET Per Doz.

A live line that has sold on its merits for the past seven years.

MADE IN TWO OR FOUR POINTS

Order from your jobber or direct from the makers

The King Suspender Company

TORONTO CANADA

Our national advertising helps to sell.

King

COATLESS SUMMER SUSPENDER

CUT THIS OUT AND SEND TO YOUR NEAREST JOBBER OR DIRECT TO US

.....1916

MESSRS.....

ADDRESS.....

PLEASE SHIP VIA.....

.....DOZ. "KING" (2 POINT) COATLESS SUSPENDERS, $3.80 NET PER DOZ.

.....DOZ. "KING" (4 POINT) COATLESS SUSPENDERS, $3.80 NET PER DOZ.

ALSO "KING" SHOW CARDS—*NO CHARGE*

.....

Sign Name of Firm and Buyer on this Line

Take it from us

Wearbetter

Clothes for Boys is a mighty safe line to tie to.

Our record of sales for 1915 proves Wearbetter selling value—*They were four times greater than during the previous year.*

Wearbetter Boys' Clothes are specially made to withstand the wear and tear of healthy boyhood—they wear best where the wear is greatest. Hence retailers are finding no difficulty in making a quick turnover on a "Wearbetter" stock.

Examine this line before replenishing your stock of boys' clothing. After looking them over we won't need to advance any further argument in their favor—the quality of the goods will convince you of their superior selling value.

Sit down now and write for full particulars of "Wearbetter"—the best selling, best wearing suit for Young Johnny Canuck.

Complete range. Sizes 26 to 36, and every suit guaranteed.

WALTER BLUE & CO., LIMITED

MAKERS OF "WEARBETTER" BOYS' CLOTHES

SHERBROOKE **QUEBEC**

CORRECT STYLE SUPERIOR QUALITY RIGHT PRICES

—A trio like that in your clothing department is bound to create bigger business and to bring you appreciably nearer the realization of your best profits.

The Bachelor Suit

Retailing at $15.00

give your customers the style and quality they are looking for at prices that most men prefer to pay. Search where they will, no better value will they find anywhere than the splendid *Blue Serges* and *Staple Grey Worsteds* in the Bachelor Line.

In justice to yourself you should make certain of seeing our 1916 range—an inspection of our samples will convince you of the unbeatable values we offer.

We have exceptional facilities for the prompt filling of all rush and repeat orders.

Bachelor Suits are the only guaranteed line of Men's Suits on the market.

Read This Guarantee:

THE BACHELOR SUIT

$15

SPECIAL

The Superior Value in this Bachelor $15 Special is the result of a half-century of experience. The fabric is all-wool, cold water shrunk and hand-tailored, assuring permanent shape, fit and style.

BACHELOR GUARANTEE

Should this garment fail to give satisfactory wear, it may be returned to the retailer, who will make full and fair adjustment.

(Signed)

The Bachelor Clothing Co.
Limited.

LOOK FOR BACHELOR'S FRIEND IN COAT POCKET.

The Bachelor Clothing Co., Limited

SHERBROOKE, QUE.

A User of Waterproof Collars

and why he prefers

Challenge Brand

The Doctor

In All Weathers

a doctor is called to the sick bed; he has no choice, but must face the rain, sleet or snow; now, a doctor must keep a good appearance, there is little excuse for his linen being dirty, spattered, or wilted; what then can he do against these adverse weather conditions which mar a linen collar in a few minutes? What is his protection?

Challenge Brand Collars offer the correct solution to the doctor's problem of keeping clean linen in bad weather. Challenge Brand Collars are waterproof collars with all the good appearance of a nicely laundered linen collar, but without the linen collar disadvantages. Challenge Brand are made in qualities to suit your customers. There are Six grades of the Challenge Brand **"Arlington"** Collar, made to suit the various requirements of your customers. **"Arlington"** Collars are made of stout material, heavier than the ordinary waterproof collar, and will withstand hard usage. The **Challenge** Brand Collars give you a leverage in collar selling that enables you to satisfy each customer. These collars are easily and quickly cleaned with soap, water and sponge. Challenge Brand Collars in Six grades of various styles, range in price from 75c to $2.00 a dozen—a style for everybody from laborer to doctor.

Order a stock of Arlington Collars to-day and secure the patronage of all classes of customers.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

MONARCH KNIT

M. 272

Made-in-Canada

The extensiveness of MONARCH Organization stands to guard the interests of MONARCH Customers in this year of scarcity and consequent high prices.

B. 108

H. 85

M. 307

THE

MONARCH

KNITTING CO.

LIMITED

DUNNVILLE - CANADA

M. 301

ANNOUNCEMENT TO THE TRADE

Walker's Patriotic Overall

(An Entirely White Garment)

By using this Drill uncolored we are able to give you a much better material (heavier) than used in the colored goods, because we get away from the high cost of dyes. If you want to get in early on this, our "Biggest Seller," send your order quick, as the advanced sales already point to an enormous demand, which may cause some delay in deliveries.

Fac-simile Dodger and Ticket

This ticket on each garment impresses all who examine with the Patriotic Overall's striking points.

The dodgers, which go with each shipment, enable you to build for bigger overall business.

Mail your orders direct to our Chatham factory for promptness.

The PATRIOTIC OVERALL is made up on the same pattern as our Trainmen's (complete in every detail) and the price, our old standard, $12.00 per dozen. 2% off 60 days.

Walker's Patriotic Overalls
No German Dyes in this Overall
By wearing this Overall you not only indicate your patriotism but you are getting an overall of heavier material than the colored overall and at the old standard price, $1.25.
We will admit this garment shows the dirt quicker than the colored garment, but good old Canadian dirt is preferable German dyes.
WALKER PA
WALKERVI
WALKER'S PATRIOTIC OVERALLS
NO GERMAN DYES IN THIS OVERALL
Size
WALKER PANT & SHIRT CO.

Striking—are they not—these colored tickets and dodgers? They will help you attract trade—and the quality of the overalls will keep it. Get these Patriotic Garments in your window—and use the dodgers we supply.

WALKER PANT & SHIRT CO.

WALKERVILLE AND CHATHAM

No 6206

A Sanford "British Warm"

An exact copy of a regulation Officer's British Warm—that is made from 30-ounce khaki coating in skeleton style, having fitted back with centre hook vent—a sensible coat designed for your best trade at a price that makes it available for popular demand. It is made right up to Sanford standards of tailoring—every detail being executed with the utmost care, even to the leather thong buttons and "Canada" metal shoulder emblems.

One of the several models in military and naval effects for the coming Fall and Winter season. Send for a sample model and order your sizes without delay, as the supply is limited.

W. E. Sanford Mfg. Co., Limited

Hamilton **Winnipeg**

Stifel's Indigo Cloth

Standard for over 75 years.

OVERALLS
JUMPERS &
UNIFORMS

has a history parallel with American Railroads.

It began its existence at the same time and has kept pace with railroad advancement from past to present.

STIFEL'S INDIGO is the garment cloth invincible.

Look for this Trade Mark STIFEL'S REGISTERED on the back of the cloth on the inside of the garment. It's a guarantee to you and your customers of the genuine STIFEL'S INDIGO.

CLOTH MANUFACTURED BY

J. L. Stifel & Sons

INDIGO DYERS AND PRINTERS

WHEELING, W. VA.

NEW YORK . . . 260-262 Church Street
PHILADELPHIA . . . 324 Market Street
BOSTON . . . . . 31 Bedford Street
CHICAGO . . 223 W. Jackson Boulevard
SAN FRANCISCO, Postal Telegraph Building
ST. JOSEPH, MO. . Saxton Bank Building
BALTIMORE . . . . Coca Cola Building
ST. LOUIS . . . . 928 Victoria Building
ST. PAUL . . . . 238 Endicott Building
TORONTO . . . 14 Manchester Building
WINNIPEG . . . 400 Hammond Building
MONTREAL . Room 500, 489 St. Paul St.

The Little Trencher

ORDER NOW FOR DELIVERY APRIL 15th.

C168 Khaki Cotton Drill
Coat, Breeches, Puttees, Cap
Ages 4 to 9, $3.60. Ages 10 to 15, $4.10

5600 Khaki Wool Serge
Ages 4 to 9, $5.40. Ages 10 to 15, $5.90

Perfectly made—a perfect fit a big seller.

The Jackson Manufacturing Co., Ltd.
Clinton, Ontario

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

Attractive Show Cards for Merchants handling Peck's Shirts

NOT only are we willing to sell you shirts, but we are also willing to help *you sell* them. We have produced an attractive set of three color cards with easel backs, suitable for counter or window display—these will be sent out with every shipment.

This season Peck's Shirts are shown in the latest fabrics and colors and in the usual wide range—there are shirts for the business man and shirts for the labourer—shirts that retail as low as $1.00 and as high as $3.50—so that you can serve any customer, no matter what his requirements are.

Peck's Shirts not only *look right,* but they *fit right.* Perfect-fitting shirts are what bring your customers back again. It's a perfect fit that tells after the shirt has been laundered two or three times.

Send your orders in early and prepare for the Spring and Summer trade.

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.
Allow Free Circulation.

$15.00 per Dozen Pairs

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In any quantity and many designs.

Hand lettered, with your own prices.

Write for samples and prices.

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We are wholesale tailoring experts and in a position to handle the largest or the smallest order for SUITS and OVERCOATS, to order from your own or customers' material.

Try our special to measure suits or overcoats at $8.00. Satisfaction Guaranteed.

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The Bannockburn Clothing Co.
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Swan-Russell Hats

They are
WELL KNOWN EASY SELLERS
PROFIT MAKERS

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Penmans
Sweater-coats
THE STANDARD OF EXCELLENCE
PENMANS offer a line of Sweater Coats in a complete variety of colors, weights and sizes, for every occasion.
Good wearing qualities? Of course. And the price is right.

A WINDOW LIKE THIS BRINGS BUSINESS

The handsome display card in colors shown in the illustration will be sent to any Zimmerknit dealer who asks for it.

Your window has real business bringing power. Use it to the best advantage. We start our advertising campaign through the daily papers in April. A good window of Zimmerknit lines will link up your store with the advertising and enable you to get your share (perhaps more) of the demand created.

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ZIMMERKNIT

Zimmerman Manufacturing Company, Limited, Hamilton, Canada

DOING ONE THING AND DOING IT WELL

SAXE CLOTHING CO.

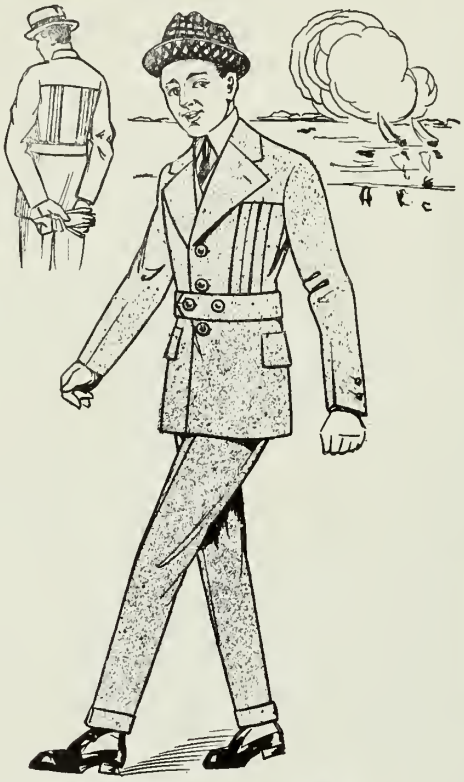
Our Model 157

Canada's Leading Boys' Clothing Manufacturers

Bigger Values Than Ever

Made possible through our method of specialization. We do not generalize, but make only boys' clothes.

We keep our entire plant working to full capacity, producing the best clothes values for boys *only*.

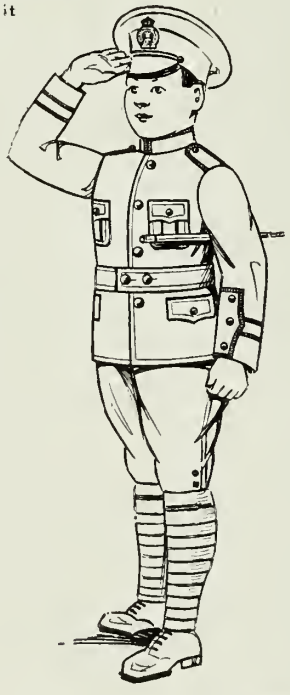


1st Long Pants Suit

Our Model 151

Clothing manufacturers burdened with heavy expense, and laboring with an organization that is devoting its attention to general lines, cannot possibly offer values, accomplished through *specialization*.

Our travellers now on the road showing samples for next season. Drop us a post-card for salesman or samples, which will come to you without obligation or expense.



Our Military Officers' Uniform

Saxe Clothing Co.

Exclusive Wholesale Manufacturers of Boys' Clothes
Sommer Bldg., 37-41 Mayer Street, Montreal

P.S.—Thousands of Boys' Suits for immediate delivery. Write for sample garments, which will be sent on approval by express prepaid.

Spring 1916 Announcement

The new Spring and Summer Style-

W.G.&R. Collar

THE MARNE

"MADE IN CANADA"

Embodying the Latest Fashion Ideas

Will be ready for delivery to Mens Wear Stores throughout Canada on

April the 15th

The Williams Greene & Rome Co., Limited.
Makers of Fine Shirts

Warehouses: Berlin, Winnipeg, and Vancouver.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6 TORONTO, APRIL, 1916 No. 4

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A Real Hit

This Non-creasable Woven Tubular Bat Wing —without seams—will be a splendid Spring and Summer seller. This we have in 15 different ranges in artistic panel effects—$4.50 the dozen.

One of our exclusive range of embroidered end bat wings. Six colors in each range—$4.00 the dozen.

In buying any Niagara Neckwear Company lines you secure for your customers the best workmanship, and the very best quality of silk.

Our long years as a leading Neckwear House has resulted in buying connections which are of the greatest value under present upset conditions.

Send Order for Full Assortment

Niagara Neckwear Co.

Niagara Falls Limited Canada

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, APRIL, 1916 NO. 4

KEEPING DAILY TRACK OF SALES AND PROFITS

Simple System Helps Irwin Armstrong, of Hamilton, to Watch His Turnover — Believes in General Window Trims and Does Cash Business and Cash Business Only—Advertising Pays.

THIS is a description of the way Irwin Armstrong of 163 King St. E., Hamilton, Ont., keeps a daily tab on his stock and his profits.

By way of pointing the extreme value of such a system it may be well to cite the case of another Canadian Men's wear dealer—a dealer whom it will be kind to leave unnamed; one, who had almost everything required to make a success, but who was failing miserably until checked in his Joy Ride toward an assignment by one of the manufacturers who was supplying him.

The manufacturer—a maker of clothing—noted that this dealer was delaying his payments, was not attending to them properly. 'I knew,' said the manufacturer, that this dealer was an honest man. I knew he was getting along well with his wife, and that is a mighty important point in considering credits. I could not, therefore, see what was the matter with his business that he could not pay up for our goods and determined to send out an accountant to look over the situation.

"The accountant got to the town early in the week, and before visiting our dealer at all made inquiries about him. He found the merchant was exceedingly highly thought of. He was a member of one or two lodges; was interested in church work; and at the same time was associated with the young men, being secretary of the baseball club. Though he probably had not joined any of these organizations to the end of securing business, yet they were all bringing trade to his store, but in face of this he was not able to pay his bills with us.

Didn't Know What Goods Cost.

"With this knowledge our accountant went to the dealer and stated to him frankly that he wanted to look over the situation, to find out just why it was he could not meet his liabilities. At once the merchant showed signs of worry. He said as a matter of fact he did not know himself why he could not. He said he had been doing good business but never had the money when he needed it to take his discounts and to make prompt payment. He said that he was exceedingly sorry that this was the case, and that any suggestions which the accountant could make, tending to put him on a firmer basis, would be very gladly received.

"Well, the accountant discovered, after going into the situation, that the man had no system of books whatever. He did not know what goods which he sold had cost him. Probably when they first came in he saw what he had paid, but he put no mark upon the goods, and when it came to sell he got just what he thought each article was worth. Whether he made or lost he could not say. Sometimes undoubtedly he got a good profit but probably in other cases he sold at a loss.

"Well, to make a long story short, our accountant pointed out the trouble—assisted the dealer in getting a simple system which would enable him to keep before him the cost of articles and to fix a proper selling price. That dealer is now getting on a firm foundation, though even yet he is embarrassed by the troubles resulting from his old loose system."

Value of Daily Check

It is just such trouble which Mr. Armstrong is guarding against by his system; but he also has in mind the stimulating effect which comes from knowing exactly how business is comparing with a former period. It is a mighty pleasant thing to find that in January, 1916, more business was done than in January, 1915—a state of affairs which Mr. Armstrong did find to be true; but it would be exceedingly disconcerting if it was discovered that a certain week showed a falling off of $100 in turnover compared with a similar week of the preceding year. Such a discovery would cause some analysis of the situation, and better things would probably result.

To check up the results of the previous days' business is the first thing Mr. Armstrong does each morning.

To make possible such a checking he has divided his business into three departments, clothing, furnishing, and hats and caps. As a general mark indicating that a line is in the clothing department the letter A is used. To indicate that the article belongs to the furnishing department the letter B is used; and C for hats and caps.

Now Mr. Armstrong keeps a cost book in which he has entered various cost prices, and each cost price he designates by some number. For instance, 19 cents is perhaps indicated by the number 6; and one dollar and fifty cents perhaps by 14.

This Spring Trim shows clearly Mr. Armstrong's belief in the general display—Clothing predominates, of course, but hats, caps, shirts, collars, ties, suspenders, gloves, all have their place. The price cards do not show up plainly in this reproduction by reason of the orange coloring used for lettering. In the window itself they stood out boldly. For the paper used to give the backgrounds $5.12 *was paid, and the price tickets cost* $2.

Now on each line of goods this cost price is marked, as B (the letter for the department furnishings) 14 (the figure denoting the cost price was 14—or what 14 stands for.)

How System Works

A suit of cloths comes in which costs $16 wholesale. Being clothes it comes under the general classification A and costing $16 it is found to require the figure 24. On the price card then is marked A24. Now when some months later that suit of clothes comes to be sold, on the entry in the counter sales-book is put A24, and the price at which the suit sold.

Coming to the store in the morning, therefore, this counter check blank—with the others which were made out during the previous day's business comes to Mr. Armstrong's desk. He looks up the figures and at once has information as to what the suit sold at and what the suit cost. Putting down what is to be learned from all his counter checks indeed Mr. Armstrong has an exact idea of what he did the day before—whether he made money—marked time—or lost. To assist himself in getting this information quickly he has a slip like that in the opposite column.

By comparing this table, of course, with the results kept of the previous year's business information to show whether there is a betterment is at hand. Then Mr. Armstrong, knows what it costs him to do business. Considering rent, wages, salary for himself, advertising, etc., he knows what he must make each day to be on the right side. This table tells the whole story.

The system, moreover, helps materially in keeping the stock moving fast. It is a simple thing indeed to arrive at the exact amount of anything in the store at any time. All that would be necessary would be to see what the stock was at the last stock-taking then, by reference to the cost book, to see what stock came in since. Add this to the former stock, and by looking up the reports of daily sales, find what the sales have been since that time, and subtract these from the stock.

This, of course helps materially with buying since it can be readily seen if a new supply is needed immediately.

Believes in General Window

So much for this stock-keeping and cost keeping system. Something, however, should be said of Mr. Armstrong's general ideas of merchandising. Some of his ideas may be regarded as reactionary. The fact remains, however, that Mr. Armstrong has put them to the test, and they have been the right ideas for his business.

In the matter of window trimming, for example, he has found that the much vaunted artistic window is not a sales puller for his trade.

When first in business Mr. Armstrong says he used to

	NUMBER OF CUSTOMERS	CLOTHING SALES	CLOTHING COSTS	FURNISHING SALES	FURNISHING COSTS	HAT AND CAP SALES	HAT AND CAP COSTS	PROFITS	TOTAL SALES
	—	—	Individual	—	—	—	—	—	—
	—	—	Entries	—	—	—	—	—	—
TOTAL	21	28.98	20.20	25.44	16.07	4.15	2.55	19.75	55.57

Form which enables speedy knowledge of day's sales and gross profits.

take a great deal of pride in such windows. He would arrange a trim which would be a work of art, but which would show only one or two lines. These attracted a certain amount of attention, but did not, he found, cause people to come in the store.

Since then Mr. Armstrong has been going in for general windows, in which he will have displayed a pretty wide range of goods. Upon each article shown the price is clearly marked, and by refraining from overcrowding the window, a very attractive appearance is given although it is a selling window and not an artistic effort.

The proof of the pudding after all is in the eating and these trims have led people into the store, sometimes to ask for a particular suit or shirt which they saw in the window, sometimes to see if something of similar style, but perhaps different pattern, cannot be secured. The windows by the way are trimmed every week regularly, and regularly Mr. Armstrong advertises in the daily papers.

A sample advertisement which appeared during the month of March indicates clearly that Mr. Armstrong believes in having specials. He states that he has found it a very good plan to make one price for a line. One day he will sell any hat in the store for $1.75. Another day any overcoat for $12.50. This he has found draws people to the store, and by carefully going over his stock profits can be made on this basis. There will be some lines which a customer will get at less than actual cost, but on the whole day's selling there will be fair profit for the dealer.

Novel and Useful Racks

On interior display too, Mr. Armstrong has worked out a system of his own. He had built little wooden racks—open on the top and only closed by a wooden trellis on the side. On these racks anything may be piled. Some hold caps, some hold neckties. Some will hold shirts. Some socks. Mr. Armstrong's idea is that these racks enable all lines to be kept neatly and yet within touch. As is said elsewhere he is a great believer in letting the customer touch anything.

The clothing, of course, is at the back of the store, although models are brought out near the front. It is the big business making department of the store and is continually pushed.

This, by the way, is a cash store. In the past year only once has Mr. Armstrong given credit and that was for 25c, to a man—a good regular customer, who came in and wanted two collars. The small debt Mr. Armstrong believes kept that man away from the store for 3 or 4 months until finally he went after him and made the collection. Since then the old customer has been a customer again.

To give credit, Mr. Armstrong now believes, is a remarkably good way of driving business away from one's store. He states he has had two or three awkward cases arise—cases where good customers came in, and for a real reason, asked for a little credit. He refused to give this however, stating that it was not a question of doubting their ability to pay at all, but he had decided to do no credit business, and if he gave one credit he would have to give it to others.

"No one would know about it," said one young man. "I would know about it," replied Mr. Armstrong, "and I can't do it."

This young man was offended for a time, but he came in within two weeks bringing a friend and not only bought himself, but the friend also made some purchases.

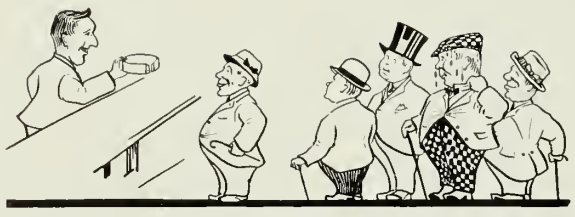
SELLING SCHEMES WORTH IMITATING

Methods by Which Dealers Are Winning Attention of Customers, Thus Building For Larger Prestige and Larger Future Sales.

VODDEN & NICHOLSON, College St., near Bathurst, Toronto, have a very nice business in neckwear and are exceedingly particular about the way in which they sell it. They make a point of taking time to speak not only about the quality of the tie but to show how it should be handled, so that one or two knots will not measure the length of its life. Every retailer knows that a customer who buys a four-in-hand or a batwing tie and who pulls it out of shape when making his first knot is dissatisfied. Spoiling the tie may make him buy another, but it is likely he will buy it somewhere else.

Many ties are ruined nowadays by improper handling, and this is what Vodden & Nicholson take pains to guard against. They will explain to a customer that it is wise to make sure that the tie will run easily through the collar, before this collar is even put on the shirt; and they suggest that the collar be held by the inside and that the finger be run around where the tie will pass. Then they suggest that the tie be put in while the collar is still off, and be pulled from one side and then the other. Then, the collar being put on the shirt, they suggest that the tie again be pulled quietly, first to one side and then to the other, just for assurance that it is going to slip through the collar when the knot may be made. With these preliminaries it is always possible to adjust this knot perfectly, without in the least spoiling one's temper or the shape of the tie.

W. D. COGHILL, of 46 Market St., Brantford, has been bringing out a point which tends to increase the sales of waterproof collars. Mr. Coghill has just realized that these collars are proof against water coming from the inside as



Who said: "Nobody loves a fat man"? Mr. Coghill helps him out.

well as from the outside, and that they will not wilt through perspiration as they will not wilt from rain. He has a customer who is exceedingly stout, and who was establishing a new record for wilting collars last Summer. The man was exceedingly annoyed about this and came fuming to Mr. Coghill's store one bright July day. Mr. Coghill suggested that he try a certain make of waterproof collar. The man jumped at the suggestion and has

been buying these ever since. Moreover he has been recommending them to his friends.

Mr. Coghill may have lost some linen business by making this suggestion, but he satisfied his first customer, drew some new customers to his store and is certainly away ahead on the deal. He has established a reputation for being able to give helpful suggestions, and that kind of a reputation is worth a tremendous amount to a men's wear dealer.

Another scheme which Mr. Coghill is using at the present time is one to overcome objections to the high prices asked for socks. Mr. Coghill keeps some yarn in his store. Someone complains that the socks for which he is asking 35c used to be available at 25c. Mr. Coghill frankly admits this and points to the yarn (this now being quoted at $1.40) and he brings out the point that it is not long ago that it could be secured for $1.00 and not very much longer ago when 80c was the price. This simple demonstration has got over many objections.

LOGAN & PEW, of Niagara Falls, are determined to get from the soldiers as much business as possible—to supply these soldiers, indeed, with as many of their needs as at all come within the bounds of a men's wear business. Towels, they claim correctly, is such a line. Yet it is, Mr. Pew says, a line often overlooked by men's wear dealers.

Every soldier who enters Logan & Pew's store is given an opportunity to buy a towel. In the offer for sale of this line there is no suggestion of a peculiar need on the soldier's part; but having the towel brought before him he is reminded of the towels at barracks—evidently unpleasantly reminded—and very frequently sales result.

IRWIN ARMSTRONG, of King Street East, Hamilton, believes in the sense of touch. Passing by opportunities to pun on this phrase, let it at once be said he believes customers may well be allowed to pick things up. Yes, he

Mr. Armstrong wants men to try on things while waiting for a friend.

admits, articles are sometimes slightly damaged as a result of this handling; but the loss in value is exceedingly small—taking it all together even, and the gain in sales is large.

As a result of his experience, Mr. Armstrong has his hats near the store door. They are neatly arranged on shelves, but not behind glass. The man who comes in with a friend has plenty of time to look these hats over, and try one on while waiting. Often sales are started in this way.

"Keep hats behind glass—it might pay some, but it wouldn't pay me," says Mr. Armstrong.

UNDERWEAR IN THE MAKING

Whence Comes the Raw Material, the Wool and the Cotton—The Series of Operations by Which the Garment is Constructed—The Care Given Each Suit—An Explanation of the Steps by Which You Get the Underwear You Sell.

"What gives this underwear that peculiar shade?"

"How often do customers ask such a question, and how frequently is the reply of merchant or clerk somewhat hazy, somewhat lacking in the clearness which comes from certain knowledge.

It would be rather a large order for men's wear dealers to know the life history of every line they handle; yet knowledge is power, and knowledge of manufacturing methods undoubtedly gives retail selling strength. The realization of this probably prompted the suggestion of many Men's Review readers that The Review should explain, in untechnical language, the manufacture of various lines. It is in compliance with these requests that this article, describing the steps by which raw wool and cotton little by little change form until they finally become underwear, has been prepared. Patent processes of particular manufacturers are, of course, not dealt with. This is the plain recountal of operations common in practically all mills; yet is it not a story of activities which are truly wonderful—activities by which nature and man's ingenuity are brought together, so that a comfort-giving product results?

Whence Comes the Raw Material

Now the first thing necessary for the manufacturer of

If more Canadian farmers raised such flocks as this the raw material of Canadian underwear manufacturers would be more assured—This is a Manitoba scene.

underwear is to secure his raw material—wool and cotton. Some buy this in the form of yarn. Others make their own yarn, and as this yarn making—whether done in Canada or England—is an essential, and interesting part of underwear building, it must be described here.

The bulk of the wool used by Canadian manufacturers, comes—alas—from Australia. It is bought through English houses, but it is the Australian sheep which supply the fleece. In Canada a very limited amount of wool is to be had—a considerable quantity in Nova Scotia, and this of exceedingly high quality—some more in Ontario, especially around Almonte.

The Canadian farmers who do realize the value of sheep usually attend to their own shearing, bringing the wool direct to some mill. Or they may await the arrival of a domestic wool buyer—a man who purchases what the farmer has, stores this in bales, and from this stock fills previously made contracts, making delivery at stated periods throughout the entire year.

But whether from Australia, via England, or from the Canadian wool dealer, the manufacturer does get the wool —though at a high price this year.

Cotton Not All From the U. S.

Cotton, the other requisite, comes, the majority will think, from the United States. True, but that is only one source of supply. As a matter of fact the cheaper cotton is secured from the southern plantations in bales. Higher class cotton comes from China, and the fine cotton, used in the best grades of cotton underwear, is secured from Egypt. These Chinese and Egyptian cottons—also, of course received by way of England—are regularly procured in their spun state.

Where the yarn is to be made the wool comes in packed in large bales. It is graded, but even so is practically as it was taken off the sheep. The best wool—which practically means the wool off the best wool-bearing sheep—is graded high, the rest separated for use in lower grades of underwear.

As a first step this wool is scoured in big vats made for the purpose —then it is made up in batches, being blended with cotton if the raw cotton is to be used in the garment. The making of these batches is an exceedingly important process. A certain percentage of one wool, a certain percentage of another, a certain percentage of cotton. There is nothing haphazard. The manufacturers know what will make the best garment at the desired price—what will give the shade, the texture, they desire. They make up the batch with these things in view.

The Carding Process

These batches, once made up, are fed into a machine which throws each batch onto large rollers called cards—rollers covered with fine spike-like projections. These tease out the wool thinning it, and passing it on almost in the form of a great, loosely woven rope. This, then, goes on to a finer carding machine, where the spikes assume the proportions of steel bristles. Here the huge strand is separated into small strands, which go on to a third, and still finer carding machine, where they are again divided into strands of yarn, and are wound in spindles. The spindles go on what is known as mules which spin the yarn out fine. Then a winding machine is employed which simply does what its name implies—winds the yarn on to cones which may be conveniently handled.

It is in this form that the yarn coming from England arrives. For some machines these spindles are exactly what is needed. Others, however, require the yarn on large spindles, and an operation making this transfer has to be provided for. The small spindle, however, is not considered an unnecessary step. Wound in that way the yarn packs to better advantage for freighting.

The Knitting Machine

Now comes the actual commencement of the garment construction.

The yarn, on its big spindle, is placed on a spring needle machine, the thread being fed to the machine needles by an interlocking process—almost impossible to describe; in fact impossible to understand, except in a very general way, by all but knitting machinery experts. One story is that a young scotch student—having fallen into disgrace by marrying while still a student—invented the machine, or its predecessor, after watching his wife knitting. If so the world can rejoice that he did not postpone his marriage. In any event this machine works in wonderful fashion. The knitting goes on all around a circle, having a perimeter of, perhaps twelve inches. It will knit upwards of a foot per minute, a big roller at the top automatically taking up the big knitted tube as it is made.

These big knitted tubes vary somewhat in size—some fifteen inches wide, double width, some seventeen inches, some more. The different sizes, are to allow for different sized garments being made to the best advantage when the cutting commences.

Different grades of underwear are usually made in a mill. These grades are arranged simply by what is fed into the spring needle machine from the spindles. For the heavy, coarse underwear, spindles upon which the yarn is made from heavy, low-grade batches, are used. For cotton underwear—light summer weight stuff—fine cotton is fed.

How Cuffs are Made.

It will be noticed that the knitting has all been of big tubes, like a Goliath stocking without heel or toe. Whence then comes the cuffs?

Special machines are used to make these—usually latch needle machines. These machines feed from the top, and the narrow tube of knitting comes out at the bottom, being gathered into big receptacles at the base of the machine.

Then the skirts (the bottom part of the shirts,) are made on still another machine, but after much the same fashion.

All these products of the knitting machines—the big tubes from which bodies, arms and legs of the garment are to be made, the narrower strips for the cuffs, and the wide strips for the "skirts"—are taken to the cutting room. There they are laid out on huge tables—eight, ten, perhaps a dozen thicknesses of them—and are cut according to patterns, just as suits are cut in a huge tailoring plant. Electric knives are used in this work—the speed and precision with which the operation is performed leaving one fairly gaping.

Of course, where cutting goes on there are ends left over, odd pieces from which nothing can be made. This waste is kept at a minimum by means of knitting the big tubes in different sizes, yet there is always a remainder. But this is not lost. Again it is put on the carding machines, being re-worked into the coarser yarns.

The big pieces over from the cutting, are kept for reinforced parts, such, for instance, as is to be found at the nape of the neck on so many lines of underwear.

The Electric Sewing Machines

So far the operations have been largely in the hands of men, but at this point light machine work becomes the big thing, and girls run these to the best advantage. There are machines—all running by electricity for seaming the body of the garment, the arms and the legs. A machine

This is a plendid trim for the coming month.

It has the Spring flavor—and what is very much more to the point it has the attractiveness that not only gains attention, but gains sales.

Such a trim would not necessarily monopolize an entire window—and it covers some splendid selling lines—lines, moreover, which shown in this way will impress all as worth the fair price asked for them.

Every store has its own peculiar problems—but certainly there should be suggestions here for the many who make window trimming a study.

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which sews on the piece—before mentioned—to be found at the nape of the neck. A remarkable machine it is, sewing on the reinforcing piece to the main part of the garment, and trimming it off perfectly at the same time.

Other machines sew on the ribbon facings, holding this ribbon in convenient place, feeding and stitching it all at the one instant.

Still other machines put a covering on the seams holding the skirt and cuffs to the garment. This is not only for greater strength, but to prevent any chafing.

Testing the Buttons

Machines put on the buttons, and each garment is buttoned up before leaving the operators' hands—this to make sure the buttons and button-holes meet properly. It is surprising indeed the speed with which these buttons go on, but more surprising still how fast the operator can button up the garment.

Here comes another scouring. Sometimes this takes place when the garment has reached this comparatively finished state, sometimes before the cutting is commenced.

The product, in large numbers, is placed in a huge scouring machine, where it is hammered by a device like miniature pile drivers—the object being to take out all grease which may have been gathered. Then all the soap is taken out by another machine; and still another, the Hydro Extractor, is used to rinse out the water. This machine whirls about, freeing the water by centrifugal force—by the force which drives the garments from the centre against the sides of the machine.

Water is Usually Softened

In connection with all well-equipped scouring plants there is a water softener. This softened water results in a softer garment, making it possible to get out every bit of the soap.

The final inspection, sorting, and grading of the garments is also interesting. It is surprising to note the individual attention given the garments in some mills. All natural wool garments, for instance, are stretched and dried on forms. Then each garment, in some plants, is finished by hand iron—afterwards being placed between cardboards and put in a huge press where it is thoroughly dried out and given the proper finish.

After coming from this press the trade mark is sewn on by machine—sometimes it is worked into the fabric by means of a Kaumagraph. This is simply a transfer system. Bits of tissue paper bearing the trade mark in a certain ink are bought by the thousand. One is laid on the garment—a hot iron applied—and presto, the trade mark is deep in the fabric where it will defy efforts of the hardest scrubber, yes, even of John Chinaman himself.

After the War, What?

There is another side to the manufacturing process, of course—the continual watching to see that all goes right—the checking as to size and quality—but these are all parts of the manufacturer's problems. Others are the procuring of yarn, wool and cotton in these war times. For the very high class garment he has to procure yarn from abroad, only for the coarser and medium grades is yarn yet made in Canada. Perhaps, little by little, there will come a change after the war. It is expected there will be many such changes. But in this regard it might be stated that a change back to lower prices need hardly be looked for upon discontinuance of hostilities—because of financial and economic conditions such a reversion to the old order of things will be slow in coming.

It is only a hurried survey of the process of manufacturing underwear which has been given, but at least it will have made clear the bigness of this work. It should increase the interest all will have in handling this line. It should make all see that in selling a garment of this kind they are selling something into which many have put of their best—the farmer, the wool man, the mechanic, the manufacturer, the salesman—and last, but by no means least the retailer himself, and his assistant.

NOVELTY BOYS' SUITS

A boy's suit in long trousers is now offered the trade as a novelty that owes its freshness to its utility. The idea originated out of a desire to fill the demand for long trouser lengths of boys' styles in preference to straight young men's styles. There has always been some trouble fitting the youth at this stage of his sartorial development and there was always the danger of putting on him clothes that were beyond his years.

The coats are shown in various fancy models of Norfolk effect, running from 32 to 38 inches in size to cover the class of trade between boys and youths.

HIGH CLASS BUSINESS IN FRACTION OF STORE

David A. Jardine of Galt, Links Up With Tobacconist and Barber Shop—His Methods of Business Building

ONE way of competing with the department store, according to the ideas of Mr. David Jardine of Galt, is to unite with a man doing a somewhat different class of business—to unite in such a way that the two businesses are carried on under the same roof. As a result of this belief held by Mr. Jardine, there is in Galt, Ont., a building of limited size in which operates a cigar store, a barber shop, a boot-blacking establishment, a rest room and a high-class men's furnishing establishment.

Mr. Jardine—an old Galt boy who has returned after spending some years in men's wear business in various parts of the United States—felt that a union of this kind would be satisfactory—satisfactory not only as a source of keeping the overhead to a reasonable amount, but because such a union would result in the various businesses all drawing men to that one building. Each man who comes in the door, he figured, would be a prospect for each business. The man might come for a shave and remain to buy a tie. He might come for a shirt and seeing cigars handy decide to lay in a supply.

Carefully Planned Display

Mr. Jardine has not been in this business sufficiently long to enable his saying definitely how such a joining of forces will work out—that is, he cannot give dollars and cents to prove the question yet—but he does appear satisfied with the business done so far.

The accompanying illustration will indicate that Mr. Jardine is a believer in display. As soon as he completed arrangements for a part of this establishment, he had measurements made and from these a display case built to his own specifications. In this case is arranged much of the stock carried, and the majority of the reserve supply is kept in the cabinet at the bottom of the display case.

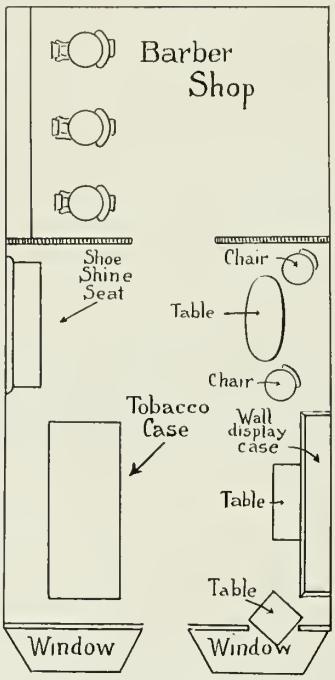
A change in this regard is being contemplated, however. Hats are about to be added to the stock, and Mr. Jardine feels that the closed-in cabinet at the bottom of the big showcase will have to be opened up to make room for this line.

In addition to the display cabinet, two tables are the only fixtures of size which are employed. These are, of course, to make possible counter displays — counter displays, by the way—which are changed almost every day.

This interior arrangement makes possible the display of a large part of the stock carried. The rest corner is to be seen at left of illustration.

Those Dress Shirts

Mr. Jardine has come to Galt full of ideas as to the service a men's wear store should give. The big thing, he states, is to please the public. Here is an instance of the extent to which he will go to achieve this end: Two young men wanted similar dress shirts—shirts with pleated fronts and French cuffs. There was no possibility of getting these except by wiring the manufacturers. Without making any request for the sum such a wire would cost, Mr. Jardine sent this message. Unfortunately, however, it was slowly handled by the manufacturer, and the special shirts did not come.



Ground floor plan of this three-in-one store. It will be seen the space available for men's wear lines is limited, yet good use of space makes attractive business possible.

When the writer of this article dropped in to see Mr. Jardine, he was busy writing to these young men, explaining the situation; saying that it had been impossible to secure the dress shirts which were particularly wanted, but that he was sending with this letter two which were very similar, except that they had stiff cuffs instead of the reverse cuffs. These shirts, he said, could be used for the evening and could then be kept or returned

It may be imagined that those young men would be pleased with the attention given their order, and conversely there may come to mind a picture of these young men dressing for the dance and finding at the eleventh hour that the shirts on which they had counted had not been secured and that they had nothing to take their place.

Undoubtedly the frank statement of the case, the interest shown in their affairs, would make of these young men regular customers.

Uses Decorative Paper

The illustration of this unique store indicates very clearly that Mr. Jardine is a great believer in display. The window, though small, is made to bring out the main lines carried—all high-class lines. The shelves of the fine display cabinet are kept in perfect order, and Mr. Jardine has plans for rendering these shelves and his window more attractive by the use of special paper which is manufactured for

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FULL FRONT SHIRT DISPLAY WINS TRADE AND MEN'S WEAR REVIEW PRIZE

Trim by Harvey P. Galloway in Watsons' Clothes Shop, Sarnia.

A window which has seasonableness and great attractiveness—Other trims submitted showed as great skill, perhaps, but this, more than others, gave the judges the idea that it would draw men to the store—So it secured the March Prize—Will it be you in April?

EVERY year, it is the custom in Watson's Clothes Shop, Sarnia, to inaugurate the coming of Spring business with a full front shirt display. What this means is splendidly illustrated in the reproduction of this year's early shirt window, which was trimmed by Harvey P. Galloway, and which our judges have awarded the Men's Wear Review's March Window Trimming Prize.

Mr. Galloway had a splendid opportunity to arrange an attractive trim, but it should be mentioned right here that this does not account for his winning the prize. As a matter of fact; the difficulties under which a man works are fully considered by the judges, who realize it is absolutely impossible to do such good work in cramped and inferior windows, as it is in the Watson's Clothing Shop's splendid space.

This store, as a matter of fact, has 56 ft. of window front, although the store has only a 22 ft. frontage .

Knowing well in advance that this early shirt display will be made on the very first of March, early deliveries are asked of the manufacturers so that this store is in a position to show the people of Sarnia Spring styles before all other merchants. This is the aim, it being realized that such methods make the store talked about, and the whole thing is splendid advertising for the establishment.

The trim is arranged even before the time when Winter goods are being relegated to the background and the Spring goods are brought to the front. The big shirt window, therefore, acts as a spring tonic for the whole business, giving an entirely new appearance to the store front, and attracting a great deal of attention by the mere fact of its difference from preceding displays which, for the most part, have related to overcoats, suits, and other lines, in which the coloring after all, is rather sombre.

This particular trim of shirts was arranged with price in view. The south window contains $1 and $1.25 shirts, each one ticketed, it being a rule in this store never to show anything in the window without a price ticket on.

In the north window $1.50 shirts, and in the centre space $1.75 and $2 shirts are shown. In connection with each window also, a different line of ties is used, this bringing, it was found, a stimulus to the neckwear department. On the medium priced shirts 50c ties were used, and on the better class shirts $1 ties were placed.

It has been found in past years that early in March men are in the right frame of mind to buy new shirts and new ties. The stock which usually comes to men as Christmas presents is at this time losing its freshness and use, and featuring shirts principally and ties incidentally has the effect of making passersby remember that their supply needs replenishing.

MEN'S WEAR REVIEW'S REGULAR MONTHLY WINDOW CONTEST

To encourage merchants and clerks having their good window trims photographed, so that the ideas of these trims may be clearly brought out to assist other dealers, Men's Wear Review started its Monthly Window Contest.

The results have been gratifying in every way, entries being received from east and west, and the trims being of high order.

Some which have not been awarded the prize were yet very good—they failed to win, perhaps because of unseasonableness, perhaps because they lacked something of the selling punch.

That trim of yours sold, didn't it? Send it in, then. If it wins our April prize, you get $1.50 for the photograph and $5 prize. If it loses, but is so good we want to use it in Men's Wear Review, you'll get $1.50 to cover cost of the photograph.

Let us have your trim early in the month.

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SUITS & OVERCOATS

WHEN THE WAR ENDS. WHAT?

Will Clothing Prices Decline Immediately—Will There Be Danger in Having Too Large Stocks of Cloth and Other Raw Material—Manufacturers Are Trying to Figure These Things

NEVER, perhaps was the clothing situation so interesting as just now. Perplexing, of course, is another word which might aptly be used, but taking it for granted that where there is uncertainty, hope and doubt there is also interest, it may safely be said the clothing situation never has been as interesting as right now in this month of April, 1916.

It is an interesting situation for retailer and manufacturer alike; but for the present at least the retailer appears to have the edge. He has gone through a great many trying days with his clothing business. He has more trying days ahead—for still higher prices are sure to come—but he has not before him to so great an extent the fear of what is to come.

Yet since the manufacturer's problem and the retailer's problem are, at the present more than ordinarily closely allied, it will be of value to all to here outline the position in which the manufacturers find themselves, before proceeding to a discussion of what is to be expected in late Spring, Fall, and early Winter styles.

Everything Points to Further Advances

In the first place manufacturers look forward to continued advances in raw material: continued, and growing difficulties in getting goods; increased difficulty in securing competent labor—in short to a state of affairs which will make production more and more difficult, and higher prices for their finished product more and more necessary.

But they are looking still further ahead —whether just around the corner, or many weary blocks away they can not certainly say—to the end of the war.

After the war what?

There is the big query. What opportunities will come with peace, and what problems?

Let it be said right here that the manufacturers of clothing—taking them as a class—are of the opinion expressed by Miss Agnes Laut, quoted elsewhere in this issue, that with peace will come a period of prosperity—a season of unusually heavy buying of clothing. This, they feel, will result not only from the return to civilian life of so many of the best clothes buying class, but also from the general glow of high spirits which naturally will follow the only outcome to the present titanic struggle which Canadians can contemplate.

This model shown by E. G. Hachborn & Co., indicates clearly some of the new features. Note the long, narrow lapel, and the cut of the vest.

The Fly in the Ointment

The prospect of such an impetus in the clothing business would, it might be thought, fill manufacturers with unmixed joy. Unfortunately there are other circumstances which make the period following the cessation of hostilities, fraught with danger. These circumstances relate to the question of price. How soon will the clothing prices drop back toward normal when peace comes? How long a period will the manufacturers have in which to get rid of whatever high priced cloth they may have on hand?

Now there are real reasons for the present high prices of material, but many of these are directly connected with the scarcity of labor resultant from so many producers having gone to the war.

Take stay tape. Since war started in August, 1914, the price of this line, so extensively used in clothing manufacture, has advanced a little more than 300 per cent.

Trimmings are up 100 per cent.

And these advances have come purely and simply because of labor conditions—because there are not enough skilled workmen left to turn out the stay tape and the trimmings required. Such also is the cause of high prices in canvas, body linings etc., and this, in part, also accounts for the great advances in all cloths.

Peace, What Will It Bring?

Now what influence will the coming of peace have on these lines. Will it quickly bring their prices back to normal? If so, where will the manufacturer be who has a big supply of these lines at war prices?

"I have $120,000 worth of goods on this floor," said one manufacturer to Men's Wear Review. "If peace came to-morrow —which it won't—that cloth might all drop tremendously. Then where would I be. The retailer is studying this situation I know. I feel that peace once here he will buy carefully, and will look at once for lower prices. What I'm trying to do is to have my stock low when the end does

come, but in view of the great uncertainty that is a mighty hard thing to plan for."

How could prices come back to normal quickly?

Here is the way one big Toronto manufacturer figures it. He does not, of course, say this is what will happen. He admits himself very much in the dark. But this is what he reasons might well take place.

"Suppose, for illustration," he says, "peace was declared to-morrow. There are 30 young and middle-aged men gone from this concern who would, I believe, be back here asking for their positions before the end of the week. And they would get them. Now I figure the Empire is just made up of many places very like Toronto. Let the end come, and as soon as the soldiers were discharged they would go to their old homes, and each would do as our men would do—go to their former places of employment and ask for their old jobs. That would mean a vast return of labor—skilled labor. It would mean almost immediately huge outputs of lining, canvas, trimmings, etc. And would it not mean a very speedy drop in the prices of these?

Some Other Factors

"There are, of course, other factors—would there be the raw material available, for instance; would the transportation facilities be so quickly reorganized that the finished product could be rushed to Canada? I don't know, but I think the return to normal conditions will come—when the war ends—surprisingly quickly.

"The dyes?

"To tell you frankly what I think, I believe twenty-four hours after the war is over German dyes will be in England. They may not come from Germany, but whether through Holland, or Switzerland they will get to England and Scotland, and the cloth will begin to come rapidly.

"Yes, I'm hoping to have a low stock of raw material when the war ends—but," added this manufacturer with a smile, "I would be glad to see more cloth coming in here now at the present prices." Which may be taken as fairly indicative of his belief, a common belief among such well informed clothing men, that there is absolutely no likelihood of a drop in raw material prices before Spring, 1917, goods are made up.

Nevertheless this wonderment of what may come after the war is a very real thing with the manufacturers. It deserves also careful attention by retailers. To a lesser degree they too might suffer by a speedy drop of prices to normal.

Considering now the question of coming styles—a question of more pressing importance to the retailer, since he will be placing his orders for Fall very shortly. There are a number of clearly marked tendencies.

Exit the Wide Lapel

For Spring the wide lapel, and soft roll effect is still quite the thing, but for Fall there is coming a change. The lapel is to be longer and narrower, and the soft roll will be but little in vogue. Still the suits will be trim, close-fitting, in style, but from some models seen it is evident that the coat skirt is to be somewhat fuller, having perhaps a slight flare over the seat.

These are the days when the man past his first youth is a splendid clothing prospect. Wm. H. Leishman & Co. have designed the above model for such a man's Spring needs. Nothing extreme here, but splendid style, nevertheless.

Some Spring lines are being shown, by the way, with the narrow lapels, but these for the most part are going to those dealers who pride themselves upon being a season ahead of the styles.

A change in the cut of vest is coming for Fall. These are to show prominently above the coat, but the opening will be cut lower, allowing the display of more cravat. Collars, for the most part, will not be shown on vest lapels. The points at the bottom of vests are also to be somewhat shorter than is the case with Spring models, perhaps by half an inch.

In overcoats boxy, short models are about to be shown, and these, it is felt, will be extremely popular next Fall. There is to be a good deal of velvet trimmings on the 1916 Fall models—this, manufacturers frankly say, to help tone up the inferior goods they will be forced to make up. In addition to velvet collar, the cuffs and pockets will be quite largely trimmed with this rich material.

Better Grades in Demand

A general change in buying, by the way, is noted—a turning toward the better grades.

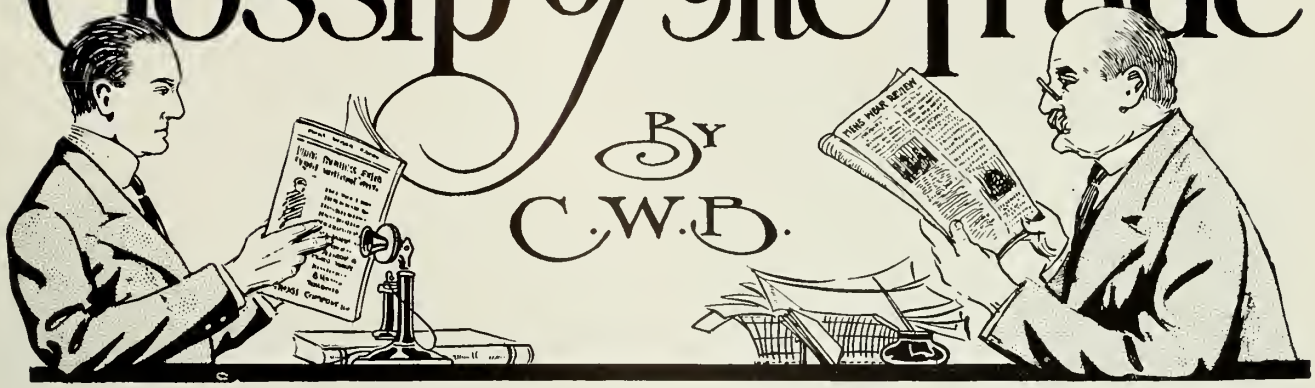
Undoubtedly the higher price of cloth has much to do with this. People, generally, are coming to recognize that the talk of advancing prices, due to the war, is not "all newspaper talk." They are learning—perhaps from sad experience—that when they buy say a $12 suit they get a suit equal to a before-the-war $9 suit—that to go up to $18, $20, $25, or higher is good business indeed.

Undoubtedly, also, the fortunate situation in which so many are finding themselves, namely, possessed of more funds than ever before as a result of high wages, is having the effect of building better buyers. So marked has the tendency been, that a firm which last year turned out its cheapest made-to-measure suit at $11 now has fixed $12.50 as its bottom price, and they make very few of these, admitting frankly that the quality is much inferior to their old $11 line. There is, it might be stated, absolutely frankness on the part of the manufacturers. They know the shortcomings of their goods. They are doing the best they can, but simply are unable to make good garments at any low price.

For the coming months, as has been said, still higher prices will have to be expected. There will be no general advances, but as a certain line is exhausted, and new goods have to be used, an advance in proportion to the advance in the cloth will be struck. Such advances are being made regularly.

Gossip of the Trade

By C.W.B.



THE cold weather which has been very general, has made and still continues to make a difference in the sale of all lines of men's wear, the difference between various shops being entirely one of degree, as some naturally feel it more than others. The continued cold weather has, however, aided greatly in cleaning up the leftovers from the Xmas sales, even if it has made this between season period a longer one than usual.

Late Deliveries on English Goods

Some complaints are heard on the score of lateness of delivery and unfilled orders on English goods, particularly on collars. This is a feature of the situation that is bound to occur more and more as time goes on, at least while present conditions in the trade continue. A noteworthy feature of the case is the fact that some of those who were most certain that their Spring goods were as good as on hand a few weeks ago are now beginning to have their doubts. It was pointed out in these columns at that time that there existed a sanguine feeling amongst retailers with regard to deliveries which was not borne out by the facts.

Washable Gloves

All the haberdasheries speak of an unusual demand in washable gloves. A further addition to this line is soon to be introduced in a washable tan glove. The manufacturers are now working on this.

Shirts and Neckwear

Shirts and neckwear are moving very freely in spite of the cold weather and old stocks are benefiting as well as Spring lines, particularly as some stores are only just beginning to make a showing of Spring lines and are still receiving and unpacking goods on old orders. The sale of suits is held up to a great extent, nevertheless a certain amount of business is occurring in Spring suits. Some dealers say that war time economy is more noticeable in suits and underwear than in shirts and neckwear, for demand in the last-named lines appears to be unaffected in spite of advanced prices. In other districts, especially Western Ontario, the reverse is more true. Underwear is, of course, feeling most keenly the delayed Spring, as it is much too cold for men to buy Spring wear and they are adverse at this season to adding to their heavy clothes.

Outlook Unusually Bright

The general feeling is one of optimism in regard to the coming season, although military requirements have undoubtedly withdrawn a certain demand from the market they have by way of recompense created new ones that help to fill the gap. The one strong feature of the situation is the fact that those who are here are universally prosperous and to such an extent that some classes of skilled workers are breaking into a higher grade class of goods than they demanded heretofore.

Tendency Ever Upward

A striking illustration of this tendency to better goods is shown in the increase of made-to-order shirts, into which business an increasing number of dealers are venturing.

The lines run from $3.50 to $15.00, with the greatest demand in the $3.50 to $4.00 line, but a word of warning is indulged in by one dealer in connection with this branch of business. He states that he does a very good business himself and is more than satisfied with the rapid development of it; but he points out that he goes to great trouble to insure proper work on orders placed. Otherwise, he maintains, the dealer is apt to let himself in for a loss instead of a profit. The customer who is finicky enough to want a made-to-order shirt is usually the kind of man who will not put up with an eighth of an inch deviation from the proper length of sleeve or the fit of a neck band. And this is the kernel of the trouble.

A Possible Loss

For instance: to send for and return a shirt for alterations costs at least ten cents; a new neck band twenty, laundry eighteen, a total of forty-eight cents added cost and a bad impression made on the customer.

St. Patrick's Day in the Mornin'

St. Patrick's Day has come and gone with probably less effect on neckwear than usual, probably owing to the war. With very few exceptions, haberdashers did not particularly feature the occasion in their windows.

Coon Goods Higher

All coon furs promise to be very much higher for next season's trade in common with fur lines at large. The medium-priced trade is said to be certain to demand the wombat which a few years ago had such an enormous run, but which, owing to the restrictions put on it, has been out of the market for several seasons.

The Saxe Clothing Co., specialists in clothing for boys, are exhibiting to the trade their samples for next season which include many attractive models. The military boys' suit the miniature of an officer's uniform, is one of the popular sellers.

BUILDING BUSINESS IN A NEW COUNTRY

Pack Days Recalled—Days When Every Man Encountered Was a Ready Buyer — The Change of Business to the More Conventional—Fine Trade With the Railway Men—These Buyers of Working Men's Goods and at the Same Time of High-class Apparel.

From an interview with Duncan McKinnon of Cochrane, by a Men's Wear Review Travelling Representative.

I STARTED in here in construction days when the chief business of the country was railroad building, and all other forms of business activity hinged upon that one. The population was a shifting one, here to-day and gone to-morrow. The whole country in its physical and business aspects was in a liquid state working towards a crystalization of business and social standards.

The Old Young Men of the North

It was the survival of this state of affairs that has given to those of us who stuck with it the name and the attendant prestige of "old-timers." The mere matter of age in the ordinary sense of the word counts for nothing here. It is the term of one's years in the Northland that determines his place in the social scheme of things here. The youngster of sixty who has only been here a year gives way to the old-timer in the sere and yellow of the early twenties, who is reverently spoken of as "old-timer," because he has been here for years and years. All of five, perhaps.

Strenuous Frontier Merchandising

Faquier was the extreme point to which construction had extended in my first year, and it was to that point that our energies were chiefly devoted at that time. The next year the steel reached Hearst and we crowded in after.

Cochrane was merely our base of supplies and operations from which we kept up a live selling campaign that embraced the whole of that great region on the West, then being opened by the railroad. The end of the railroad became to me merely a secondary base up to which we could go in comparative comfort previous to launching out on the real business I was after, that of working the construction camps that were flung out for a hundred or two of miles ahead.

The Halycon Days

I started out every Summer with the going of the snow, riding to the end of the railroad and then shouldering my heavy pack of samples for the two weeks hike across the bush from camp to camp.

It could hardly be called soliciting; it was straight order-taking, as easy as falling off a log. The men were glad to see me and get the news of the outside. They all had money or else would soon have it coming, and were eager to spend it in anticipation. Most of it went so easily and so hilariously that to buy clothes with it seemed to them almost like saving.

Thus, my way was made pleasant. I carried samples to an eager market, took a normal deposit on orders for suits, underwear, shirts, etc., and had them made up and later stored in Cochrane for the owner to call and pay for on the occasion of his setting out for the outer world later in the year.

These trips were repeated throughout the open season of the year and only ceased with the approach of winter. The camps were for the most part about twenty miles apart and were made up largely of native Canadians, the foreigners being mostly engaged in the purely manual work further back. These engineers and their crews, and bridgemen along the skeleton track made up a class that would spend freely on clothes.

Not All Beer and Skittles

There were always some hardships, particularly at first. Later when acquaintances had been made and when the men came to count on my arrival, as even the new-comers did from hearing of me from the old hands, they were always sure to make things as comfortable as possible for me, after my twenty mile hike.

However, even at those times when there was no friendly camp to stop at, to an old campaigner the country itself was very kind. From a point seventy-five miles west of here the rivers teem with fish and there was then as now, game galore.

Bacon was precious and high in a double sense, even though it was cured meat. It cost a dollar a pound and you couldn't miss it or the camp because of that other quality of highness. It was good to carry for twenty chain lengths after a winter's freezing and a summer's thawing and the rust could be scraped from it with a knife. But even that—even the sore muscles and the blistered heels from a long trek seemed mighty good in those days.

Applying Frontier Methods to Settled Trade

This could not always last. And with the completion of the railroad in 1914 a new era dawned, one of lessened population and profits.

In those days this store's owner did a business of from six to seven thousand a month and sold largely from samples so that the stock carried was light in proportion to such a volume of business.

Credit Losses Eliminated

Now my turnover runs to twelve thousand a year of which six thousand is a credit business which is kept from being a source of loss by a more modern adaptation of my old order-taking trips. Losses have been eliminated to such an extent that only one hundred and fifty dollars can be charged to this account in two years' time. The only disadvantage of the extensive credits in vogue here is the actual carrying of the load.

The Big Country of a Small Store

This happy condition results from my keeping up this traveling connection over the whole of this big territory adjacent to us—but with this difference, whereas before I made my trips primarily to take orders, knowing that the customer would call for his goods as soon as he had the money to pay for and the inclination to use them, now I go out primarily to collect on past sales and only incidentally to make new ones.

Cochrane is the chief of several railroad divisions, the employers of which look to this as their social and business centre and into which most of them run sometime during the month. It is while on these visits that they do their shopping. And it is to make collections on the sales that transpire then that I go west the one hundred and thirty miles to Hearst, the two hundred and sixty to Grant, and

the three hundred and ninety miles to Armstrong in the next division.

A Mail Order Business

In addition to such orders as I pick up on these trips the mere fact of my going out serves to introduce my line to a large class I would not otherwise reach so that I receive a fair amount of mail orders from people who never come to town.

Avenues of Trade

In addition to this railroad trade there is the internment camp at Macpherson which includes a large staff of civilian employees, with its soldiers and its fifteen hundred prisoners. The latter are largely supplied by the government but I do a good trade with the officers and civilians.

The pulp wood and paper industry of the surrounding country is very large and furnishes an additional field for trade expansion.

Farming is the newest industry to register an appreciable growth and is the one that holds what is probably the greatest promise. For ten miles in all directions the homesteads are taken up and the land partly cleared. The conditions in this respect approximate those that existed in the neighboring town of New Liskeard a few years ago. The latter is now shipping home-raised farm products to Southern Ontario as a result of the more extensive clearing of the land that has occurred in its immediate vicinity.

Trainmen Discriminating Buyers

However, the railroad with its $30,000 pay-roll represents the chief industry at present so that it is the trainmen's tastes that are most considered on stocking. The average brakeman up here earns $150 per month, conductor $150 to $200 and engineer $150 to $250, so that as a rule all of those named are exacting buyers who insist upon having the best.

So I handle only the better grades of each line. Experience has proven that to sell a man a cheap article is to make certain a later complaint that it is impossible to explain, except at a loss. But the really good article has the manufacturer behind it which fact serves to protect the customer as well as to absolve the dealer from all blame.

Advertised Lines The Best

For the same reason I handle only exclusive lines whether in overalls or in high-class suits, the best brand I can get and one that is so thoroughly advertised as to be half sold before I offer it.

And although overalls have advanced from $10.50 up to $13.50 a dozen and now retail at $1.50 instead of $1.25 a pair I do not find that the sale is impaired so long as the quality is there. The public very well understand the causes of the present trend of prices and accept them.

Overalls and High-Class Suits

And it is to this buyer of dollar and a half overalls that I sell suits which range from thirty dollars on up in value and which easily average thirty-five dollars throughout the stock. My cheapest boot sells for six dollars because even the working grades come in good leather and expensive linings.

These men earn good wages and insist on clothes in proportion. The difficulty is not so much to sell them clothes at times as to dissuade them from unwise buying.

The nature of their work adds to their potential sales values. They are subject to call at any hour and are likely to go to work in a complete outfit of high-class clothes, but poorly protected by a suit of overalls, as in any other outfit.

The Young North's Future

This branch of trade is attracting a greater share of attention from month to month. Our town and district is comparatively new, and events are only now beginning to assume definite pattern in the weaving of our business future. But that a large part of it will lay in this railroad trade that uses equally overalls and fancy suits, working gloves and patent leather boots, seems certain. At any rate railroad families are filling up the houses, railroad men are buying lots for building. New families are coming in. The railroad is adding to its pay-roll. The northern future belongs to us and them.

ALL GLOVES UP

General Advances Since Last Report Forced by Jumps in Raw Material—Overalls Continue to Aviate

THE steady increase in the price of leather has caused advances in most lines of leather gloves, or gloves in which leather is used to any extent. One firm for instance has advanced one number from $6.50 to $8 a dozen, and another from $13 to $15 a dozen. In a great many cases prices are still being held down below what present costs of raw material would compel, if the makers had not been stocked up fairly well at the lower rates.

Sheep skin, for instance, has gone up from 7c to 9c per foot for one grade within a year. One glove maker received word from a tanner that, Alaska horse leather was being billed to him at 18½c a foot but had gone up that very day to 19½. A short time before the price was 17½c.

Suede leather is selling at 18c that sold a couple of years ago at 13 cents, and the first price is f.o.b. New York, and the second, landed in Canada.

The scarcity has become so acute that orders are being filled only according to percentages.

One firm wrote late in March: "We have very little horsehide on hand, and all prices are subject to change without notice."

Another said: "Our prices on glove horsehide have been advanced 1 cent per foot over those quoted you last week." This firm is only considering orders for two months at the most.

Another letter reads: "Our tannery advises us that further advances are likely to come at any time, and suggsts that you cover your wants."

This is only one instance where the placing of good orders for Fall has resulted in a gain to the retailer compared with the policy of holding off. The policy of small placing orders and frequent repeats is a policy with which we thoroughly agree under ordinary conditions, but the present time is not a good occasion on which to carry out this policy. Goods where advances are certain to take place in the near future should be purchased now in as large quantities as the dealer feels he can dispose of, because the same reasons that underlie the advances which have taken place during the last eighteen months will continue for several months further, and many buyers think until the turn of the year.

Black and White Stripe Overalls

The advances announced last issue for overalls have taken place and further ones are almost certain to come into effect within the next few months. The scarcity of the old favorite blue is becoming more pronounced and a number of makers are turning out a grey, undyed, or are trying out the public on a black and white stripe.

MEN'S WEAR REVIEW

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THE PATRIOTIC FUND AND THE LABOR PROBLEM

ONE of the questions of crying importance in Canada at the present is that of labor. Not only are men scarce, but girl and women help is exceedingly hard to procure, in consequence of which manufacturers of many lines—notably shirts, collars, underwear, etc., have been hard to put to it to fill their orders.

In some ways this is a happy situation—but perhaps it does not ring quite true; that is, the scarcity of help is not entirely due to an increase in the demand for help, but to a decrease in the available supply of labor. And there seems some reason to believe this decrease in supply is a result of the war, perhaps of a too generous distribution of the Patriotic Fund.

Two or three instances will illustrate clearly what is meant.

One shirt manufacturer had an exceedingly skilled operator leave a short time ago. She was a married woman who had for a considerable time continued to work. Her husband, however, joined the army—shortly he was made sergeant and as such would receive from the Government pay, part of which he signed over to his wife when leaving for England. She also received from the Government a separation allowance of $25, and in addition some allowance from the Patriotic Fund. The exact amount of this allowance her former employer does not know.

Now with such a sum coming in without any work—why work? This evidently was the query of the young woman.

As a matter of fact her former employer was able to get her back by offering a little more than the regular inducement, and perhaps still more by making her feel that she was really needed. The fact remains, however, that she had—since the opening of war—been rendered entirely independent of any work, though regularly working before that time and apparently happy in her work.

From all parts of the country such instances might be quoted. So acute has the case become in fact, that there is talk in such a city as Berlin, Canada, of bringing in girls from Belgium.

Another manufacturer—located in Toronto—has made a canvass of girls who formerly did machining for him, but who since marrying have given up work. He has put the matter before them and is sending goods to their homes to be made up there at 50 per cent. advance over the regular piece-work price.

Even with these emergency methods, however, manufacturers are absolutely unable to get the help which they require.

Certainly nothing can be said against any woman who has given her husband to the army receiving from the Government the separation allowance. If, however, this woman was accustomed to work, it is upsetting for her to receive from the Patriotic Fund a sum which will make it quite unnecessary for her to engage in any kind of employment. In a time when the call is for all to produce something, this does not appear quite correct, and it is unsettling further than is necessary the economic conditions of Canada.

It is not for us to state what distribution should be made of the Patriotic Fund. The original high ideal, however, was that this should be a fund which would make possible the payment of sums to ensure for those women who had given their husbands or sons to their country, the ordinary comforts to which they had been accustomed. Never, we believe, was it the intention of enabling people to receive money which they had formerly earned through their own efforts, unless there was real need, and unless the opportunity to earn was removed.

A reversion to the original ideas of this fund would seem advisable. Undoubtedly there are difficulties in the way, but unquestionably the serious labor situation which is confronting manufacturers and keeping down production at the present time, has been partially brought about by the unusual supply of money which many women are receiving without any efforts of their own.

VALUE OF ADVISING CUSTOMERS

IN this issue, schemes adopted by a number of retailers to build for new business, or to get over some objections of customers, are outlined.

These are worth studying and it is the hope of the editors that other such schemes, which will be outlined in later issues, will be of equal value.

Selling is getting to be a more important feature of business every day. Young men like to go to the store where they get some suggestions, not only as to goods, but as to the best way to put their clothing on. When a dealer or his clerks show a customer how to make a proper knot, or how to adjust a Bat Wing Tie, he has made a friend. Every time he makes a friend he makes at least one customer, and probably more, for young men and older men too, flock together and buy together.

The trouble taken to give suggestions to customers is a splendid form of advertising.

A LESSON IN THE MOVIES

ONE of the large clothing manufacturing concerns has adopted a somewhat novel means of advertising their line—no less a scheme indeed than having prepared a moving picture scenario which has been produced by stars of the film, and is being shown in many towns and cities where there are agencies for this clothing line.

The general idea for the playlet is a wealthy man, who has the proverbial daughter, and who feels himself in need of a secretary. The applicants for the position both seem bright young men, but one is dressed in the proper manner—in fact in the clothing manufactured by this concern. He receives the vote of the daughter of the house. He is chosen for the position, and no doubt, in fulfillment of the scenario writer's art, in time becomes the partner of the father and marries the daughter. Anything else would be intolerable from the movie fan's standpoint—and we are all movie fans these days.

The moral of the playlet is exceedingly good. Clothes may not make the man, but the man who is trying to make himself sees to it that he has well-made clothing.

The fact that the successful men are well dressed; that the young men who are climbing are particular about their apparel, is exceedingly worth keeping steadily forward. One good way in which Men's Wear Dealers could accomplish this would be by showing pictures in their window, or inside their store, of the country's leading men. It will be found, of course, that some of these are careless about their apparel, but the majority—and really the ones who should be shown—are extremely careful to be really well dressed.

Their example will be imitated, and increased business will result.

CAMPS WILL MEAN BIG SOLDIERS' BUSINESS
SUMMER LINES TO MEET THE DEMAND

FINAL orders have not yet gone out, but it is generally understood among the soldiers that they are to go into camp early in May.

This means a great deal to the men's wear dealers of Canada, and they are now planning to take full advantage of the opportunity the opening of the camps presents.

Of course there will be a large increase in the number of men taking officers' courses when open air work is possible. This should create a big demand for officers' uniforms—a demand which will certainly be supplied by those merchants who get after the business early. The opening of camps, however, is sure to do more in the way of increasing business opportunities than by merely making possible the training of more officers. A summer camp after all is a summer camp, and whether it be a camp for fishing or for military work, there is yet a demand for summer clothing, and this summer clothing means that men's wear dealers have one more way of securing from the soldiers' real profit-making business.

A Wide Field

At Niagara, at Barryfield, at Petawawa, Valcartier, Sewell, and all other big military posts, there is certain to be a huge demand for light summer uniforms. Fortunately, however for the merchants located in other places the same demand will be felt in centres where a smaller number of men are gathered together—Clinton, Weyburn, Strathroy, Simcoe, and hundreds of similar places.

Manufacturers have been making duck khaki uniforms suitable for officers' wear in Summer, and for fatigue purposes all the year, for some time. The demand they say, is just beginning to assume large proportions. This is a natural thing. No more is soldiering a novel idea. The officers are now accustomed to their work, and they are settling down to make themselves as comfortable as possible in their new attire. For the hot weather, therefore, they will want light clothing, and the duck uniforms offer this at a cost, moreover, which really is inconsequential. As a matter of fact, what is paid for the duck uniform is saved in wear and tear on regular uniforms.

Duck Shirts Will be Scarce.

Prices of the duck tunic and breeches vary. They range, however, from $8 to $20. At these figures it will be readily seen that a window trim in a merchants front, and some missionary work among the officers situated in the locality, should bring business as soon as the warm weather commences. There are, of course, other lines of clothing for the Summer—duck shirts among these. For this line all merchants would do well to estimate their needs at once and send in their orders. It looks already as though there is to be a shortage of this kind of goods. This line, of course, will be in demand by the privates, as well as by the officers, although it will be a different style of shirt which will be required.

Speaking of the privates brings to mind another demand—another opportunity for the retail men's wear dealers—which is just commencing, and which seems likely to assume important proportions.

Sometimes there is a good deal of talk regarding red tape in the military. In times of peace this is undoubtedly more or less in evidence, but when the war drums beat,

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NECKWEAR

HERE is the opinion of one of the big neckwear manufacturers upon the present situation:

"Neckwear, for the coming season will be made in smaller shapes—such as paddle ends, made-up bows, and narrow Derby ties.

"The reason is the state of affairs which exists in the United States. There, neckwear manufacturers are facing a more serious problem than that which now confronts manufacturers in Canada. Over there they have only the American tie silk to rely upon, while in Canada there is a possibility of getting the American silk, Swiss silk, and a certain amount of English silk. The Swiss and the English silks are, of course, practically excluded from the American market by reason of the high duty.

United States Has Its Troubles

"Now the output of American tie silk is not more than 50 per cent. of the usual. This may be attributed to one or all of a number of causes, but there is no denying the fact that this short production exists. In consequence the United States manufacturers are devising means by which they may introduce styles to take up as little silk as possible.

"There is no gainsaying that as far as styles go, Canadians follow very closely the Americans. It is this which leads me to believe that narrow ties will be very much worn in Canada before the summer is far advanced. Wide open and Derby ties will be second in demand to the narrower shapes.

"I do not consider it likely that this state of affairs will last after the Summer months. For a long time, the men who buy neckwear have regarded the wide open end as the prime Fall and Winter tie, and manufacturers will have to turn out these shapes in order to keep up their sales. At least, this is the way I foresee the situation.

"Because of the high price of silk, these large shapes which will be on the market in the Fall are certain to be higher in price. In fact, it looks as though ties, both in the States and here, will be $4.50 and $4.75 and dealers will regularly have to get from 65c to 75c.

"Of course, this is only one man speaking, but he is an exceedingly well informed man, and enquiries all over the trade lend support to his opinion. In fact there is every assurance that the absolute advance in prices which he predicts for the Fall neckwear will come. It has been a little slower in coming than was expected, but the general impression is that July, August, or September will see the higher prices become general.

Merchants Getting Better Price

Foreseeing the advent of these higher prices, some merchants are already selling their neckwear at 55c, 65c., etc. They are having very fair results with these prices too. A Brantford dealer states that as far as he knows he has not lost a sale because of the higher price. His belief always has been that it is the tie and the shape, more than the price which attracts a man, and his observations since raising the price had borne out this opinion. Some comments, this dealer says, were made on the fact that this was a new price, but he was able to explain that by making this new price he was able to give an even better article than in the past, whereas if he held to the 50c price, it would mean a cheaper and smaller tie.

Interesting to note is an experiment made by one of the big New York stores some weeks ago. For a whole month was asked 55c, 65c, 85c and $1.15 for neckwear—as will be seen a general advance, and to an unusual figure. At the end of the month the management went over sales, found these had been as large as ever, and found that there had been practically no complaints of the change in price.

Bat Wing a Feature

Now, as to the predictions of this manufacturer with regard to tie shapes.

His first contention is that there will be a call during the Summer for narrower shaped ties. From what can be learned from both retailer and manufacturer, it seems absolutely certain that the bat wing will be a bigger seller than for years past. It is a tie which can be sold to the trade at sums varying from $3.50 to $7.50, and for which the retailer can easily get 50c. This means he is giving his trade really good material at the old price which they favor, and is giving himself a profit which is a little better than that which he has frequently secured from his old 50c line. The bat wing moreover, is an exceedingly suitable line for Summer wear, when vests are quite generally discarded. To make it still more popular moreover, the collar manufacturers are taking a hand, and now turning out a number of styles particularly adapted to this style of tie.

The Piping Rock tie is having a great run in the United States. Here is one manufactured in Canada

In the past it must be admitted that the volume of bat wing sales has been limited. Largely this has been due to the difficulty in making the tie. It is not that there is really anything difficult about this, but men begin as boys to make the sail knot, and gain a proficiency in this which they have not got with regard to the bow. So, if sales are to be greatly increased there will be need of more educational salesmanship.

In the United States bat wing ties are selling as high as $2 each. So far there has been no great call for a really high class tie in this shape in Canada, but it does seem that

Knitted Ties to be Scarce

Knitted ties are evidently going to be scarce this Summer and in the Fall. This, of course, is due to a scarcity

Tooks Bros. have an attractive foulard, an unusual blue with red and green spot, and also a brown silk with unique stripe pattern.

of the silk itself. It was hoped that this scarcity would be partially relieved, but as a matter of fact, the situation is more serious than ever before. The silk supply in Italy has proved a complete failure, or almost so, which naturally has meant a further setback.

Manufacturers of knitted ties are also in many cases manufacturers of sweater coats, and they are inclined to make less ties in order that they can conserve the supply of silk for the manufacture of coats, for which there is an exceptionally strong demand at the present time.

The failure of the silk in Italy has, of course, a direct bearing upon the looked for general advance in cravats. The Italian silk thread is absolutely essential for the warp. Japanese silk may be used for fillings, but for tie purposes it is not sufficient alone. Of course, there is in Switzerland also, a great and growing scarcity of cotton and artificial silks which might be used to reduce the quality and thus increase the output of the silk. A little relief is possible as some cotton is being allowed in to the Swiss embroidery people. This unfortunately is hardly the kind which may be used for ties, and the relief will be exceedingly small.

A Word on Patterns

In patterns some unique things are being turned out by the various manufactures. One has a large shape tie in Belgian colors, which already has shown great activity. Another manufacturer has a novelty in the form of a tie on which is printed in colors the map of Europe. This is not as gaudy as one would think, and retailers who have handled the line pronounce it a splendid seller. Both in paddle end ties and derbies panel effects are being shown. Some models have stripes on the edge with shepherd checks and Roman stripes in the centre. Even the coin spots are being shown.

The bat wing evidently is going to be turned out in a wider range than ever before.

CAMPS WILL MEAN BIG SOLDIERS' BUSINESS

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the red tape largely disappears. So, as far as uniforms go at the present time, there is considerable leniency.

Private Buying Breeches

The result is that privates are spending some of their own money on equipment. Now the government issue of breeches is not all which could be desired, sometimes, both from the standpoint of appearance and comfort. As a result of this state of affairs there has grown up a business in privates' breeches. The regular government issue, of course, is practically a full length trouser, around which, from the ankle to four inches below the knee, a puttee is bound. It will be seen that in summer this double thickness is exceedingly warm, and not only warm but far from neat in appearance.

Now everyone in Canada knows there are privates in all regiments who have been accustomed to the nicest kind of clothing, and such men do not like to be badly fitted even in a uniform. They are exceedingly glad to take advantage of the Government's permission to spend some of their own money to buy for themselves trousers which have a little more style and which give greater comfort to the wearer.

These breeches, as has been said, are becoming quite a feature of trade at the present time yet the demand for them is only commencing. These manufacturing tailors are making trousers in good quantities—usually with a flare in the leg and the part beneath the knee finished like riding breeches, lacing in tight around the calf. This enables puttees to be used without any uncomfortable bagginess, gives a much neater appearance, and reduces suffering from heat.

For Evening Wear

Generally these trousers are being sold by the retailer at $4.50 to $5 and at these figures the demand seems sure to grow this Summer. It must not be understood that these nether garments are worn in place of the Government issue. As a matter of fact the majority of the privates wear these Government trousers in the day time when on active duty. When the evening comes, and they are free to go where they want, they don these better fitting and better looking trousers of their own purchasing.

Novelties for the Soldiers

Other new lines are being put on the market for sale to privates as well as the officers. There is a line of neck bands to prevent chafing of the tunics. Then there is a new line of sun protectors—a khaki cloth so arranged as to hang down from the cap, absolutely shielding the neck from the intense rays of the sun. Such cloths have, of course, been worn in India for years, but they will undoubtedly be appreciated by many at the Canadian summer camps.

Undoubtedly there seems a big opportunity for those merchants who are fortunate enough to have their places of business near one of these big concentration points. They will be considering their buying very carefully at the present time, and will undoubtedly be looking for even bigger business than they had last year.

The military branch of the men's wear trade has developed since last year, and there are probably twice as many lines, which the soldiers require for which the necessary article has been produced.

Merchants in the smaller places, where regiments are forming and where a limited number of men are located, have also a chance to secure good business during the coming Summer. They too may well consider their needs and plan to lay in a supply early.

BOYS' DEPARTMENT

WAR STIMULATES SALES OF BOYS' SUITS

Women Have More Money, and as Always Want to Dress Their Children Well.

THE boy, it seems, is coming into his own. We all have heard of the youngster who never knew that a chicken had anything but a neck until he was 15 years of age—that is by actual experience.

But this sad youngster is not in great evidence to-day. The boy, as a matter of fact, is being better treated and better dressed than ever before.

The reason is not far to seek. And here is being given the opinion of men who are handling boys' clothing especially. It is, they say, because the women have more to spend than formerly, and when the women have money to spend, if they have children, one of the first things they do is to dress those children in proper style.

Women, perhaps, more than men realize that the way in which a boy is dressed has a good deal of influence upon the way he acts and the way he thinks.

Perhaps there is something of personal vanity in their desire to have their children appear well. It is laudable vanity in any event, and should be encouraged by the men's wear dealers.

Now, at the present time, women are buying boys' clothing more perhaps than for many years. This, dealers have found from experience, is absolutely true. They say that the middle class clothes are particularly in demand at the present time.

For the lower grade boys' clothing, there is not as good a call as in former years. This is undoubtedly because low grade boys' clothing is low grade indeed at this time when good materials are so high. The middle class lines, however, are going particularly well. This because wives of soldiers, wives of mechanics, and wives of ordinary day workmen are better off than in former years. If the woman's husband is at the war she is getting separation allowance, and has the opportunity of earning all she ever could earn besides. Then the men who are in the munition-making plants, or in any plants which are rushing on war orders, are getting larger wages than usual, and working longer hours.

This means more money for his wife to spend, and while probably she is saving a part of this for the possible rainy day, the needs of the children will be carefully looked after and the boys will be carefully clothed.

In view of the particularly good opportunity for getting business in the boys' line, it is little wonder that many dealers are putting this department to the front. This, moreover, is a department which will make up to a considerable extent for business which perhaps is being lost by reason of so many men being in uniform. It is business, again, which may properly be regarded as business-building business. If a boy is sold a suit this year, when he is 16, he will probably come in to buy his own suits next year, for it must be remembered that many boys of 16 are going to work in these war days.

There are dealers who complain that the boys' suit is a hard one to sell. This they say, is because there are three people to please—the father, the mother, and the boy himself. Occasionally the three are consulted or come in to talk the matter over in the store. Other merchants, however, do not find any great trouble with this. They state that perhaps the best results are secured by proceeding along the lines of least resistance. If the people want a high-class suit, they will try and get them to buy a real, high-class suit; but if the father and mother consider the money question largely in the purchase, then the dealer should come down to more moderate-priced lines. It is no use for one to try and sell a $12 suit to a man who has only $7 in his pocket to pay for his boys' requirements.

A WINDOW THAT WON TRADE

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Those who "follow the window," by the way, are an exceedingly big class if the windows are worth following.

There are ideas in the practices of Watson's Clothes Shop which are worth careful consideration by other merchants. April is going to be a very heavy shirt selling month and trims somewhat similar to that herewith shown would undoubtedly prove business pullers in many places.

It is true many merchants do not feel it advisable to give over their window to one line exclusively at the right season, however, a window featuring one line and showing other incidentals does command attention, more than a window which gives equal attention to a number of lines. Probably such trims should not be left in more than a week or ten days, but if shown at the right time will certainly bring good results.

HIGH CLASS BUSINESS IN FRACTION OF STORE

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just such decorative purposes, and which may be secured at a very reasonable price.

A plan of this store is interesting. To many young men who are anxious to enter upon business for themselves it may offer some suggestions. Everyone entering the store, it will be noticed, has to pass both the men's furnishings and the cigar department. If they are going to the barber shop at the rear they have also to pass through the little rest room, but this is wide enough to provide against such passage disturbing anyone who may be chatting there. The barber shop is perfectly lighted and scrupulously clean. As this store is arranged, in fact, there does not seem anything incongruous in the rather close association of these lines.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

THE outstanding feature of the men's wear windows seen in Toronto during March is perhaps the prevalence and the size of price cards. Not in any modest figures are the merchants announcing the sums for which certain lines can be secured. Really large cards are being shown—cards which frequently can be seen and read from the opposite side of the street.

And yet be it said for the Toronto men's wear dealers, and perhaps for merchants in other cities and towns, the tone of the window trims have not been lowered by the prominence given to price. After all, what is a window for ? People going to a vaudeville entertainment expect amusement or entertainment, and are disappointed if they do not get it. People looking into a store window look for pointers as to lines of goods which are being worn, and information as to the price at which these lines may be secured. They too are disappointed if they do not get this information.

One window, however, was noted, which had nothing whatever to say on the question of price. This was a trim arranged in W. Townley & Son store, 298 Yonge St. The cloths which this firm has ready to make up into suits were not merely spread out in the window, but were draped over fixtures, gathered up here, spread out there—so arranged, in short, as to cause the passers-by to stop and look at the window.

Perhaps greater selling power might have been given this clothing trim had something been said as to the price at which the material shown could be secured in suit form, but there is no denying that the display was original and effective.

In the trim arranged by one of the biggest stores in Toronto, display cards were noted upon which were pasted illustrations from the Saturday Evening Post advertising and editorial columns. This just indicates that some of the very biggest people are wise enough to know that it is good business to adopt sketches, which are found in the current magazines to their own particular needs. Some of these display cards were exceedingly attractive.

A number which showed up particularly well, had all the printed matter in the upper half, with the illustrations on the lower half and to one side.

This same store, by the way, gave over a good part of its window space, during at least half of the month of March, to handkerchiefs. It is a peculiar thing that handkerchiefs are not more often shown in windows. They are probably as good trade bringers as can be found, for a display of this line frequently suggests to the passerby that he has come away with a soiled handkerchief, and draws the man inside. Once inside he is likely to purchase others which will swell the profits.

Wide one tone silk knitted ties were prominently displayed in the store front of another big merchandising firms. Navy blue seems to be the principal color, which indicates that after all there is some navy blue dye in existence yet. Navy blue hats, however, are in almost every window trim conspicuous only by their absence. Greens are common and greys are being quite widely shown.

Ed. Mack has a splendid clothing window as usual, and included in one a rather loud vest. The ground work is cream with a prominent red check. For the most part, however, his display is given over to Spring Coats and Spring suits. He is also showing hats, for the most part soft felt also caps. Puttees too are in evidence, although this is not a military window.

When in doubt show puttees. This indeed seems to be the watchword of the Men's Wear window trimmers in Toronto, and certainly they have good grounds for adopting this policy. Thousands of men are wearing puttees at the present time. The Government issue, some feel, is not all that is to be desired, and the knitted puttee and the spiral which can be secured through the Men's Wear Dealers are in big demand not only by the officers but by the men in the ranks.

This brings to mind something seen in the window of R. J. Follett. He is showing privates' breeches marking on them the price at which they can be secured. The point is, of course, that many privates especially those in the artillery, feel the need of better fitting trousers than they secure from the Government, and that they can secure these, in the regulation cloth which will pass inspection at this store.

It is a mighty good point for after all there are hundreds of privates to one officer and it is doubtful if even yet the Men's Wear dealers have got from the privates as good business as is to be secured. Many of them need alterations to their equipment. Some who are anxious to get a better uniform than supplied by the Government, and they are allowed to make such purchase, if they desire, providing the uniform conforms to the regulations. Many Sergeants are at the present time wearing uniforms of as fine a material as that put into the officers' equipment.

It seems that black and white is again to be a popular combination for Spring wear. Hawley Walker has devoted a window to a black and white trim. For the central feature he has a black and white card, this divided in half from corner to corner, the one triangle being entirely black and the other entirely white. The lettering is of course white on the black ground, and black on the white ground. This makes an exceedingly attractive sign, and points out the idea of the trim in splendid style. In the trim itself are ties, knitted, batwings, silks, and all in black and white. Then there are shirts, white with black piping, and shirts black and white in stripes. This is a pleasing trim.

Dunfield also shows some black and white patterns in both shirts and ties. The Dunfield trim, however, is fairly general in nature, and by the adopting of the unit scheme there is an entire avoidance of any confusion, while there is yet shown a wide range of goods. For instance shirts, collars, ties are shown, underwear and military goods. The military part of the trim is perhaps the most attractive.

Fairweather's Limited windows are rendered somewhat unique by the use of black cards with the printing done on them in white ink. They do not perhaps stand out quite as strongly as cards printed in the regular way but for a change the idea is good.

A Queen Street store has a scheme for displaying military accessories that might well be adopted by other dealers. As worked out in this Queen Street Store there is a great lack of neatness which tends to give a cheap appearance to the display but that is because of the work, not the idea. A big piece of cardboard is divided into squares, and on each square some military badge or emblem is placed. Under this is clearly marked the price. So that one is able to get a good deal of information as to

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WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

STRIPES in ties are more general than any other line offered in Montreal shops to-day. Case features regimental stripes of a very wide range of colors and reports the continuation of a good demand in this line.

They always sell; grave or gay, a splash of vivid color or a Quaker grey, the demand always exists in these times at least. All possible combinations of colors are seen, no rule of good taste governs the output or demand. Red and yellow or purple and yellow are a sample of goods that sell.

Club stripes are with us again and Marks features them in his Spring goods. There is also a large selection in hair lines, small dots on quiet colors, and fine zig-zag stripes of light colors on dark backgrounds.

Flower designs continue to hold the boards and are very noticeable in Marks' window of crepe de chine and orange silk bow ties.

A War Tie

A bizarre offering in ties is shown by one good East End shop and by Workman's which caters to a working class trade, in a grey flower design interspersed with small maps of Europe.

New Shirt Line

Marks is trying out on his trade the new shirt that is such a feature of the New York haberdasheries at present. This is the zephyr particularly in the Scotch patterns. It is the newest thing in shirts and is copied from ladies' skirts. Some patterns show large squares of broad gay colored stripes on a checkered background of quieter colors. Others show vertical broad gay colored stripes over an inch apart on the same dull background of tiny squares. Blue and purple stripes, brown and green checks predominate in Mark's offerings. The line is carried in the made to order and ready-made, with or without French cuff. Madras and taffetas are also shown in considerable quantity and have a good sale.

Quiet stripes and fine lines predominate in the shirts shown all over town both in old stocks and Spring goods. Black and steel grey contrasts are frequently seen.

Washable Gloves

All kinds of washable gloves are doing well this Spring. Some stores report their best business in capes, others in chamois. But the line is moving very freely.

Max Beauvais' is another store that is going into the made to order shirt business in common with other high class stores here. Fancy crepes and zephyrs are receiving most notice in this line and some very surprising prices are being paid for hand-worked shirts in such material. This firm has gone in heavily for de Joinville scarfs in small fancy blocks of squares of assorted colors on a solid black or blue background—also in the same thing in stripes both Roman and faint zig-zags. The former represents a vivid splash of varied colors nearly an inch wide, running vertically down a black or blue tie. Watered crepes in two tones are a novelty line that this firm is showing.

A curious situation follows in some lines as a result of the long winter. Men's Wear Review was shown one Fall line of high priced buck gloves that had been resuscitated from the cellar and shoved forward at this time for present needs.

Aside from the nifty light toned felts the feature of present Montreal hat offerings is the return of the brown derby in 1916 shapes, usually small and conservative ones on account of the brown hat's conspicuous quality. Very conservative and very well-dressed men of all ages up to elderly are buying this hat although the season is not far enough advanced for use of it to become general.

A quarter is being added here and there to gloves, shirts, ties, socks, etc., and as yet—no appreciable reference is noted in the volume of sales. All signs point to pockets bursting with cash. Stores report good increases in business. Deliveries have become, even to the retailer, matters of first moment. Socks and underwear orders are causing him greatest anxiety. The trade is here, that is final. The goods only are required.

Maclean, Montreal.

JOHN MIDGLEY PASSES

John Midgley, who started in the clothing business in St. Thomas in 1862, has just passed away at the age of 81 years. His business is still carried on by his son, George W. Midgley. While building up the business Mr. Midgley found plenty of time to "do his bit" for the community. In 1887 and 1888 he was mayor of the city, earning while filling this high post, the nick-name of "Honest John."

Many readers will be grieved to learn that Charles T. Creamer, since 1907 managing director of Semi-Ready, Ltd., Montreal. has passed away. He died on March 1st, as a result of myotartitis, which caused Mr. Creamer's absence from business for some months. An American by birth, Mr. Creamer made Canada's interests his interests, and many dealers found in him a wise counsellor. He was 55 years of age.

WHAT IS BEING SHOWN IN TORONTO SHOPS

Continued from page 41.

military goods in an exceedingly short time by examining that card. From the attention it drew from private soldiers, there is no doubt the scheme is a business bringer.

Another Yonge Street Store have devoted a great deal of attention to gloves. One of their windows is devoted to gloves and caps. Largely check caps.

Another is devoted to overcoats and gloves—light gloves for dress occasions, dogskin gloves for heavier wear, and gauntlets for automotible enthusiasts.

Summing us in a sentence, the Toronto windows this month have had an early spring flavor, and as has been the case for some time past, and is unfortunately likely to be the case for months to come, a strong military flavor.

Maclean, Toronto.

THE GOSPEL OF OUTSIDE SALESMANSHIP

Explaining a Big Turnover—Eastern Men's Wear Dealer Sketches His Methods—How He Picks Prosperous Customers, and Plans Campaign to Get Their Business—Never Losing Sight of Fact That to Have the Right Goods is Necessary to Keep the Business

I ASKED a man who has the name of making the biggest turnover in the retail men's wear trade in Eastern Canada to-day, how he did it.

"Insurance," he said.

"Insurance?" I queried, puzzled.

"Yes. Insurance. Insurance selling. Did you ever stop to think that of all the millions of dollars worth of insurance in force in this country to-day that probably ninety-five per cent. of it was solicited business that was gone after. They don't sell insurance by waiting for it to be ordered behind a counter. Very few men buy insurance as a result of any definite desire to be insured. The proposition has to be laid out in an attractive manner before their eyes. They must be told of all its good points by a man who gets out and discovers their want for them before they will open up and buy.

A live insurance agent watches all the detail of the lives about him ready to take advantage of any change in a man's life that renders him a good prospect.

And what constitutes such a change and such a prospect. Anything, a death, a birth, a wedding or the thought of one and any one of the vital and common occurrences of everyday life. Incidentally these same events are as truly opportunities for men's wear sales as they are for insurance and we handle them in much the same way.

We watch the papers of course and keep a line on all engagement notices, for one thing. Suppose we see a notice of Smith's engagement. We look Mr. Smith up—not literally but in a credit and a buying sense, in Dun and Bradstreet, in the city, are records, in his business acquaintance, or in any one of the various circles in which he moves. We get a line of approach on him, the kind of clothes he wears, the class of society in which he moves and his credit rating. Then we are prepared to go at him with a definite proposition. It's a cinch that he will want to buy the male equivalent of a trousseau. It's a question whether he will do it as per usual by going to his favorite store or of buying one thing to-day and another to-morrow, as his eye is caught by various window displays about the town; or whether he will follow the suggestion you make to him to buy all his wedding outfit at one place. Possibly promising him a discount that has a sliding scale attachment based on the total purchase we can get all his business. It is often a question whether this first approach can be made best by letter or in a personal call. It must be decided by the known facts of the case, which of course vary. The approach, however made, must be perfect in every detail. If by letter it must be a well written letter with a definite and attractive proposition couched in suitable language; if in person, the solicitor must be dressed for the part in the kind of clothes he is going to sell. The whole thing must be done and is the result of a definite and well laid out plan, no hit or miss methods.

Take the case of a June Wedding. The groom can be approached early enough to interest him in a proposition of killing two birds with one stone, getting his wedding outfit and summer duds at one and the same time. Sometimes the approach is best made by means of the bride or it is made to both together. Its a ten to one shot that a bride to be will jump at this, her first choice of dry nursing her future mate. A woman loves to boss a man about in these little intimate details of clothes. Think what a chance this is for her—and you.

I make my proposition a strictly business one. Unless I know the man I don't take the liberty of congratulating him etc. and indulging in a lot of affected concern over him. I do wish in my heart that he may have all the happiness in the world, but why tell him so? He would only think I was fresh.

Now that's only one lead on my idea of insurance sales. The proposition has as many angles in it as a Futurist jig saw puzzle.

Its a great little automatic developer of individuality in a salesman. The best ever. And once a fellow tastes blood, he's like a tiger.

I had a fellow here in the store who gave me lots of concern. He lacked something and his work was poor. Much against his will I put him as a sort of last shot in the locker chance on some good live office calls I had listed, just merchants and well paid clerk class and so on. He put in an afternoon at that, in all some twelve or fourteen calls, made store appointments with two men; sold one a new straw hat and the other a hundred dollars worth of goods and made two new and steady customers for the store. That fellow's been tugging on his chain ever since. He has a private mailing list of his own and is forever poring over the directory looking up good live prospects for calls. He hits the trail on every quiet day. Sometimes he circulates among his own friends; sometiems amongst an element entirely foreign to him; but he surely gets the new trade in, and in dull seasons too. So he employs his own time and gets customers to keep us all busy. Of course he tries to have a definite proposition—some good talking point—but if he hasn't he just makes an introductory call out of it, gets his foot in the door, so to speak, and paves the way for business next call. Its easy and its good straight legitimate business that needs no excusing. It stands on its own feet.

Then there is the club habit

How can I build up my business? How can I get on in the men's wear line?

This is the question young men—and men not so young—ask us.

For these inquirers, this article by an Eastern dealer is full of suggestions. Remember, the Wise Men came out of the East. Forget the scoff of the virile Westerner: "Yes, they were wise and they 'came out'—West."

Consider the insurance agent, is this merchant's advice. Note how he builds up a connection. See how he goes after the man who is about to be married, and who should be anxious to assure the comfort of his bride.

Note how the insurance agent forms connections.

—But read the article. It is the gospel of Outside Salesmanship.

which in the summer season in particular is a trade getter for us.

I know the idea is no spring chicken but it's hardly ever handled properly. Clerks join organizations with the sole idea of using it as a business feeder—all coming out and nothing going in. Nothing doing. Their proposition is fundamentally unsound. They become clothing trade touts.

They must give as well as take. Also there is too much of haphazardness and too little of direction in the working methods of men's wear clerks who go out to attract new trade to their store. They follow no well defined plan. It's a case of meeting Tom and Dick and Harry and endeavoring to get them all down to the store regardless of their buying power until the store becomes a sort of dry goods bar-room for every young fellow in the town. That of course won't do,

We divide up the territory in this store. The young fellow belongs to a dancing club. I pay his dues and see to it that he wears the best of young men's clothes. I stand part of the cost. He carries his clothes well and he is a walking ad. for me. I've introduced the bulk of the new lines of the last two years to that young's fellows intimates by seeing that *he* wore them. It was'nt necessary for him to make himself disagreeable to them by talking them. He simply wore them and the young fellows seeing something different were in here in the course of the next few days asking for it.

Then two of us belong to regiments, meet other men every night, give them our card and ask them to look us up when they need anything. A regiment is not a club you know and the approach can be made a little more brusque so as to cover more ground. Another clerk belongs to a Spring Club and there you are. Four of us in the store and we have four good live clubs in our list.

With the Summer we will pick up our last year's membership in the fishing, swimming and boating organizations and each one will cover his own field on the way best suited to his clientele. But chiefly we will depend upon other and less well known outside approaches.

Mill over in your mind the things a good live insurance agent would do. Those are the things we will do. And of course we keep our windows and all the other arms of the service groomed up to the last brass button and try to maintain a proper balance in all departements. One is apt to become over enthusiastic about one department and neglect the others. I find the easiest sin for me to fall into is to expend effort getting a possible customer here and then losing him because we have not got what he came for. It very easily happens.

I got a man in here once on an outside approach. He bought a straw hat and a bathing suit and then asked for bath towels and I did not have any. How many men's houses do ? Not one in a hundred. I have carried them since tho', for that man turned out to be the owner of a swimming bath and he went into a dry goods store next door and bought four dozen towels. Every man buys bath towels with his bathing suit in the same way—by going into a dry goods store for them. He likes that. It is such a natural thing to do—Not."

A FURTHER WORD ON PALM BEACH SUITS INFLUENCES WHICH WILL STIMULATE THIS LINE

SINCE the last issue of Men's Wear Review went to press, further information regarding the probable call for Palm Beach and other summer-weight material has come to the editor's attention. This makes it seem that the article in our March issue may have given a somewhat false impression.

The general idea of that article—namely, that a dealer must consider his trade carefully and estimate the demand which there will be for summer-weight material—certainly stands good at the present time. Conditions, however, are changing these days, and it appears there is going to be a great deal larger call for this line than in former seasons.

Will We Have Palm Beach Uniforms

As we pointed out in another article, there is coming from the officers a call for uniforms in duck. It is evident that this demand is going to be strong, and that materials will be made up into these uniforms, which, while of course not for formal wear, will be acceptable to the authorities for general use during the dog days at the camp, at all times except when dress parades are taking place.

From the United States comes word that the prevailing note sounded by prospective purchasers for summer wear, is the desirability for washable clothing. These insure cleanliness and comfort, and since they are so inexpensive a purchase is not extravagance even though the suit can be used only during three or four months. This is about the period of usefulness of a suit of Palm Beach material, or of other linen or washable goods. Many, however, are in the position to afford a reasonable expenditure to increase their comfort during those months, and because of this purchases are sure to be made.

There is, of course, another point to be kept well to the fore under present war conditions. Last year Canadian summer resorts made a bid for tourist trade, both from the class of Canadian who usually go abroad, and from Americans. This year again, with Europe still cut off, there is going to be a great deal of travel through the Canadian lake district—travel which will be stimulated by the prosperous condition in which so many people are finding themselves at the present time.

The journeying to Canada of many Americans—who have already taken largely to the Palm Beach suits—will do a good deal to popularize still further the line with Canadians. This in itself will bring about a steady demand in all parts of Canada, but there is certain also to be a demand from the Americans themselves.

At all points among the Thousand Islands, Lake of the Woods, around Lake Ontario, Lake Huron, and Lake Erie resorts—in fact everywhere that the United States visitors gather, there is certain to be a gratifying call for summer clothing—Palm Beach lines among others.

Soldiers Influence Style

As has been said, the fact that the soldiers will be wearing light uniforms will tend to make civilians take to the light style of clothing. There is no use denying the fact that in Canada innovations are looked upon with a certain amount of hesitancy. The Palm Beach suit has, however, to some extent passed through its novitiate, and because of its cheapness and suitability it seems assured of a very gratifying demand.

The point made in March, however, still rings absolutely true—this is a line which merchants will have to proceed with cautiously. They will not want big stocks left on their hands, and to guard against this will have to buy with the greatest care.

THROUGH OTHER SPECTACLES

KNOWLEDGE SETS THE PACE

From "System," New York.

BUSINESS knowledge was never so cheap or so priceless as it is to-day. Business men are exchanging information frankly and freely, giving and taking from the common store. The "hows" and "whys" of buying, selling—the "rights" and "wrongs" of credits, collections, advertising, correspondence—the "do's" and "don'ts" of customer-service, finance, management—all these are now within reach of any individual who has common sense and industry and a real desire to know.

Books and magazines are filled with them. Trade associations, universities and periodicals are gathering, classifying, comparing, judging them. These new ideas, new facts, new methods are the breath and the heart-beats of business. Not to know and use them signifies more than the neglect of so many opportunities; it means swift decline and sure collapse of your organization in the hour of trial. For knowledge sets the pace.

* * *

CLOTHING MEN UNITE

From the New York Times

The Retail Clothiers' Association of New York City was formed recently by a group of twenty prominent retail men's clothing merchants at a luncheon and business meeting at the Hotel Savoy. Nathan Lemlein, proprietor of Vogel & Co., the instigator of the organization, was elected the first President.

The purpose of this association is to combat what is said to be a growing tendency on the part of clothing manufacturers to dispose of clothing at retail in their lofts, thus making decidedly unfair competition for the retailers. A committee was appointed to investigate the problem thoroughly and report at the next meeting, to be held in the near future, when it will be decided what steps are best to take.

Ways and means for combating this evil are to be discussed thoroughly at the next meeting. The fact that there are legal aspects to the proposition has not been lost track of, nor is it the idea of the retailers to work any plan that might be construed as combining in restraint of trade.

It is likely, it was said yesterday, that the wholesalers, after the association becomes fully established, will receive a letter from the association's secretary asking them to outline their future course of action. This letter will state emphatically the position of the retailers in regard to the question and is expected to accomplish much in the way of moral suasion.

When the new association adds to its membership and becomes a factor it is the idea of the founders to merge it into a retail clothiers' association of New York State, and then to merge the State association with the National Association of Retail Clothiers. The national association is now composed of about twenty organizations in as many states.

* * *

INSPECT ALL GOODS

From the New York Times

A leading seller of men's wear piece goods said recently that it would be a good thing for clothiers to inspect deliveries of Fall woollens even more carefully than in past seasons. He believes that quite a few mills will be forced to deliver merchandise inferior to the samples from which the clothiers bought or lose considerable money. The reason for this, he explained, is that these producers hoped to cover themselves at a future date on the orders they accepted, and now that wools and dyes have further increased in value their margins of profit have been wiped out. The clothier who bought a manipulated fabric on the understanding that it contained but a small amount of cotton may find when his goods are delivered that a very much larger percentage of cotton has been used.

* * *

HAT DYES ARE ELUSIVE

From "Men's Wear," New York

The domestic dye situation at present resembles a huge gamble, in the opinion of many in the hat trade, who say that the dyes which have been produced in this country to date are a very elusive quantity, and charge that many domestic makers of dyes are speculating. "Where are the dyes which are said to have already been turned out?" asked one hat man, and, answering his own question, said: "Stored away well out of reach of those who are in dire need of them, are being held for a price, as there is no immediate prospect of any relief from abroad." Others in the trade voiced the same opinion, many venturing to predict that unless stringent measures were taken to overcome the speculative element which has crept into the situation it would soon assume alarming proportions.

HERE TO STUDY OPPORTUNITIES OF BRITISH MANUFACTURERS

To learn by personal observation of the opportunities for still larger British shipments to Canada which has resulted from the war, Mr. E. J. Dodd, director of the MacLean Company of Great Britain, is now in this country.

Mr. Dodd, is thoroughly familiar with the British field and British products and would be glad to talk over the situation with any Canadian manufacturers or manufacturers' agents.

Mr. Dodd's time in this country is, of course, limited and those who would like to have the opportunity of discussing affairs with him would make this easier by arranging an appointment in writing.

A. Parent, men's furnishing dealer, Three Rivers, Quebec, was burned out in a fire which recently destroyed The Page Block. Loss covered.

Thomas Ramsay & Co., College St., near Dovercourt, have sold out to W. Van Duzen, who for some time has been carrying on business in Toronto Junction.

The Bannockburn Clothing Co., Montreal, have inaugurated a new department for the manufacture of suits to order from merchant's own or customers' material. There is said to be quite a demand for this class of service.

Mr. Geo. Maybee, men's wear dealer of Moose Jaw, Sask., and president of the Saskatchewan Retail Merchants' Association, has been in the East on a combined pleasure and business visit. While here he has called upon a number of manufacturers and wholesalers. Mrs. Maybee accompanied her husband.

HATS and CAPS

FURTHER recent advances in the price of hats—advances averaging about $2 per dozen—have resulted in practically closing the Canadian market to certain of the cheaper grades of American hats. These cannot now get the prices they ask in the United States, pay the high Canadian duty, and come in here and compete.

Indeed the advance in the price of these lines, plus the high duty, makes them rank up with the very high class hats, and since their quality will not justify this, the sale is being undermined.

As a result there seems an unusually good opportunity for the Canadian manufacturer, and for such English lines as are on this market—also for the really high class hats.

The whole situation with regard to hats is upset at the present time. Many retailers who place their orders far in advance have not yet received deliveries. Especially is this true of lines which they have been purchasing from the Old Country.

The big selling season is practically at hand and dealers find themselves without the stocks which they require. They are consequently buying what they can now get in Canada—if the English hats do come in the course of the next few weeks—as is possible, a difficult state of affairs will result. Some of the orders which retailers are now placing are subject to non-arrival of their former orders, but for some they are placing definite contracts. As a matter of fact, however, it does not look as if these English lines will get here in any great quantities.

At the present time there is a good deal of conjecture on the question of style. The dye situation is having its effect. The stiff hat in black will be hard to guarantee as to color. Anyway the stiff hat for spring does not give promise of being very popular. The soft hat is going to be the thing until the straw forces it into the background. The soft hat as has been said, however, will be high in price, for fur, trimming, ribbons, dye, practically everything which goes into its manufacture has advanced and is apparently to advance further.

Considering the question of styles for the Fall, the subject of the stiff hat again comes to the fore. There are those who claim that the stiff hat is becoming less and less popular, and from the United States comes word that the falling off of the popularity in this hat is the result of the automobile craze. Neither the driver or the occupant of an automobile, say these experts, can be comfortable if he has a stiff hat on. Either it will be blowing off, or he will have to plant it down on his head so hard that it is uncomfortable, there being little give to the rim. As a result it is said that the soft hats are the headgear of growing favor.

Now undoubtedly there is some truth in this, especially when it is considered that not only for comfort, but for economy, the hard hat has some disadvantages. Bumping it against the top of a car, for instance, does not tend to work any benefit. On the other hand there are still a number of us who do not spend the entire working hours of the day in the car, and to have the automobile definitely determining hat fashions is, Men's Wear Review believes, going a little bit far. The auto is, however, a factor and is worth keeping in mind.

Despite these opinions of the lovers of the automobile that the stiff hat has seen its day many manufacturers are of the opinion that for the Fall it will have a good run. They contend it is about time it came back—that there have been a number of freak soft hats turned out, and

A late Spring model, of beaver color, with brown trimmings. Shown by E. Guillet & Sons, Montreal.

while at present the demand for these is for conservative models, the tendency in the past to play up freak lines is going to send the business back to the stiff hats.

EFFICIENCY HERE TOO

Toronto manufacturer's opinion of the British Army's Efficiency.

Wm. Milne of the Milne Neckwear Co., Toronto, is now on his way back from Europe whither he went to arrange for adequate supplies of silks. One letter received from Mr. Milne is exceedingly interesting. It states that it took him exactly four days to get through the London Army Headquarters, and to secure from that source the passport which was necessary before he could proceed to France and Switzerland.

Mr. Milne says that the information the War Office has at its finger tips is simply marvelous. "If they know as much about a neutral country like Switzerland as they do, what must they know about some of these countries which are at war?" he queries.

Mr. Milne was only asked a few leading questions. At the war office. It seems that the whole information was available and only these few enquiries were necessary. His name once known, the War Office knew exactly from whom he was procuring silk, and fortunately for him, every firm from which he had secured this, was in good standing with the English War Office. As a result of this passports were finally received, but Mr. Milne was only granted permission to stop in those places where he actually had business.

He states in his letter that isolation of Germany is becoming more and more a fact every day.

WHY SLAUGHTER STRAWS BEFORE AUGUST?

Movement to Delay Price Cutting Sales by One Month in Interests of All—Tried in United States With Splendid Results—Cannot Dealers in Canadian Cities and Towns Get Together?

ALMOST at hand is the season when straw hats will be in demand in Canada.

Of course the season for these has already started in the large United States centres. In New York this opened about the 21st of March, although the hats then bought are to be used in the Southern Resorts to which many are wending their way to recuperate from a busy winter by a busier season of Bridge and Golf, and doubtless to scatter abroad a part of the huge war profits.

In Canada, however, the straw hat season proper does not really commence until May 23rd or perhaps two or three days previous. He is somewhat of a hero who commences wearing a straw much before Victoria Day, and really big business in this line can hardly be looked for until the second week in May at least. Now at best this means a short selling season for straw hats, yet merchants in all parts of Canada have in past years been cutting the season still shorter by early bringing on of price-cutting sales.

It is in regard to these price-cutting sales that some Union of men's wear dealers seems desirable.

In the United States a movement has been started to bring the men's wear dealers and hatters of various places together—to the end that they will determine not to cut the price of straws until the 5th of August or practically one month later than has been the proceeding in the past.

Last year this system of delaying price-cutting sales was quite generally adopted, and the results were exceedingly good—far better than had been expected. This did not result in any heavier stocks being left on anyone's hands, but as far as can be learned it did result in more hats being sold at the proper price, and then ample time being given to clean up the stock at the end of the season. After all, even in Canada where fall comes on fairly fast, straw hats can be worn nearly to the end of September and it is worth a man's while to buy a new hat at a bargain price on Aug. 5, to give him a perfectly clean hat for the six remaining weeks of the season.

Keeping the price reduction sales off until Aug. 5 would mean only a little more than four months for straw hat selling at regular prices. Certainly that is little enough time, and if merchants could get together there seems no reason why such a season could not be assured.

After all the proof of the pudding is the eating. In United States cities and towns, dealers have got together —they have established a certain day for hat openings, and then have had a closing day, which in reality was the commencement of the price-cutting sales. Almost without exception the days were observed and good business secured on both. Of course in some cases there were dealers who would start their price-cutting earlier, but the damage they did was exceedingly small. It had no real effect on the general movement for these were always small men —small, doubtless, in every sense.

Here is something worth working for. In every locality it will need some merchants to take the lead. This is the season, however, when such an arrangement should be made, and if two or three dealers would get together very quickly they could bring the others into line. There is no doubt this is a move in the right direction. It gives a fair opportunity to the retailer, and the manufacturer, to take money out of straw hats, and yet to clean up stock at the end of the season. Why not get this movement under way?

SOLDIER SONS AND FATHER SUFFER LOSS

LT. G. E. LEISHMAN, GUNNER W. LEISHMAN, LT. CHESTER McG. LEISHMAN, PTE. R. C. LEISHMAN.

DEATH OF MRS. W. H. LEISHMAN

Many friends of Wm. H. Leishman, President of the W. H. Leishman Company, wholesale clothiers of Toronto, will learn with deepest regret of the bereavement sustained by him in the sudden death of his wife. Mrs. Leishman had been ill only a few days, and the end came unexpectedly last Tuesday morning.

A peculiarly sad circumstance is that many relatives were on their way to Toronto to attend the wedding of Lieutenant Chester Leishman, a son, which was to have taken place on Wednesday. The marriage, of course, has been postponed.

Lieutenant Chester Leishman is one of four sons who are on active military service.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 15—MUSIC PENS

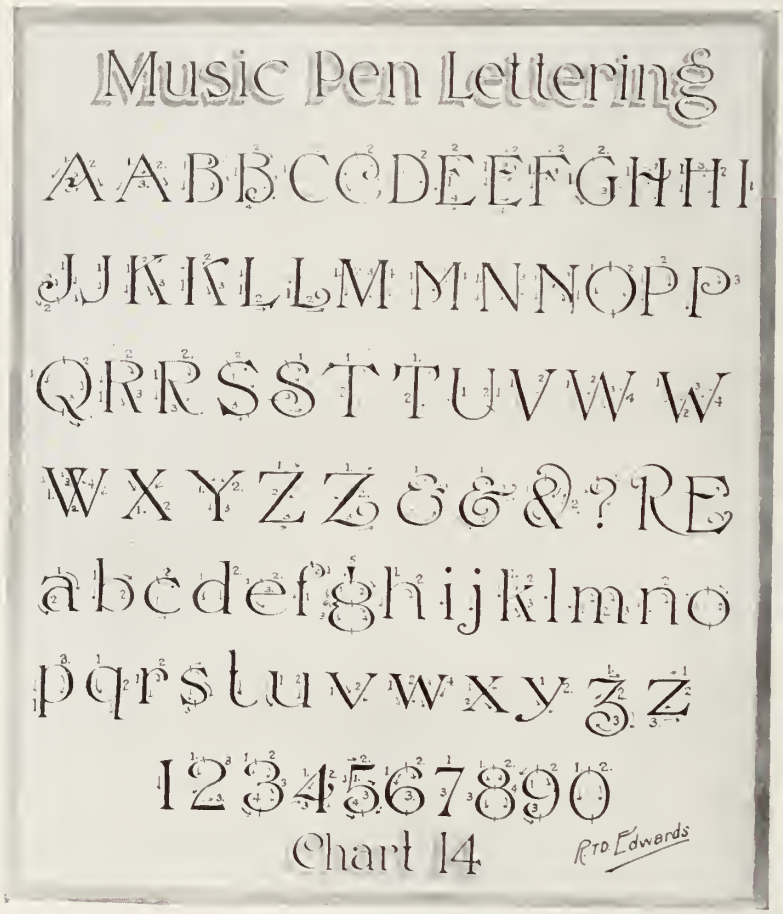
THE music pen is one of the most important of the newest tools introduced for lettering purposes. This pen was invented and used for the purpose of writing music, and it was some time before its value for forming letters was found out.

The music pen's great forte is in lettering with heavy opaque color on plain white card or mat board. For general lettering, of black on white card, the round writing pen is best, but when a finely lettered card is required, the music pen is superior.

In no case should ink be used with the music pen. Heavy cardwriting color, slightly thinned with water, will be found the most satisfactory. The surfaces of mat cards are not as smooth as the white coated cardboard and therefore require something that will not cut the surface of the card as the round writing pen does.

The music pen fills the bill completely. The color can be applied perfectly in a clear-cut manner without causing any rough edges.

The using of white color on dark mat board has been, to most beginners, very troublesome, but with the use of the music pen and a fair amount of practice, this can be overcome. The idea is to get the white, or any color for that matter, quite clear with one stroke of the pen, because it cannot be gone over a second time. The color must be at the right thickness and this can be found out only by experience. The color must be kept thoroughly mixed while in use. Do not allow the size to come to the top of the color or the cardboard will show through it.


Music Pen Lettering
A A B B C C D E E F G H H I
J J K K L L M M N N O P P
Q R R S S T T U V W W
W X Y Z Z & & & ? R E
a b c d e f g h i j k l m n o
p q r s t u v w x y z z
1 2 3 4 5 6 7 8 9 0
Chart 14
R.T.D. Edwards

The Manipulation of the Pen

Study carefully Figure 2. This shows two illustrations of the music pen: the first, as the pen appears when closed or ready to make a fine stroke; the second, the pen as it appears under pressure, making a broad stroke. You will notice that this pen is triple-pointed. This is the secret of its being able to flow the heavy color. A two-pointed pen will not allow the color to flow from it as freely as the three-pointed one. The principle of the manipulation of this pen is to make the narrow strokes of the letters with the pen closed, while the heavy strokes are regulated by the amount of pressure used to spread the points.

Graduating of the Strokes

The graduating of the strokes needs much practice. The best way to get used to handling this pen is to use plain white card and any show card color you have, providing it is not ink, and practise all the different strokes which are composed in the formation of the alphabet. This will give you the best knowledge of the working of this pen.

One of the most important points about the pen's work is that many sizes of letters can be made with it, graduating from very small up to its capacity, about an inch in height. Figure 2 shows different sized letters made with the same pen.

Mat Board

As stated before, the principal use of these pens is for lettering on mat board, therefore it is necessary to know something about this. Mat board was not first made for

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

KANTKRACK

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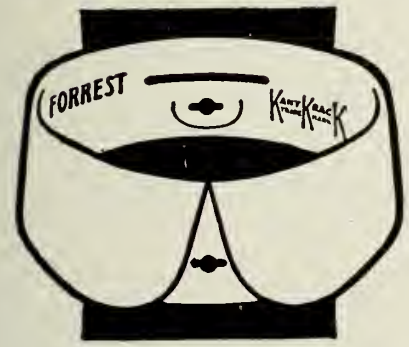


The New Forrest Collar

The New Grant Collar

The New Lamon Collar

This month— new styles in —Three of them

KANTKRACK TRADE MARK COATED REGISTERED LINEN COLLARS

a trio of smart styles for the Canadian trade, just what you have been wanting, something to brighten up your stock, something to further emphasize the KANTKRACK Collar as a competitor of the regular linen variety.

Here they are—

THE FORREST—THE GRANT—THE LAMON

everyone having that regular linen touch, but with the superior features of the well-known KANTKRACK Coated Linen Collar, chief among which are the patented slit-over reinforced button-hole, which allows freedom in buttoning the Collar and adjusting the Tie; prevents the pressing of the button into the neck, and the flexible tab which relieves the strain on the front fold of the Collar.

HERE'S YOUR PLAN, MR. RETAILER:

Order a few of these new collars, not many, just enough to try them out. Order them subject to approvals. If they don't suit your trade, send them back. *That's fair, isn't it?*

Remember, this— KANTKRACK Coated Linen Collars are made in *"one grade only, and that the best."*

They're made in Canada by expert Canadian labor and sold direct to the trade only—one price to all.

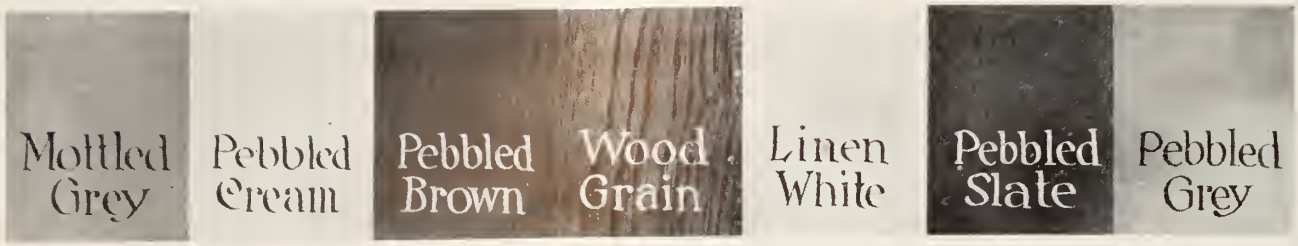
REMEMBER THE 3 K-K-K.

THE PARSONS AND PARSONS CANADIAN COMPANY

Makers of the famous KANTKRACK *Coated Linen Collar*

HAMILTON, CANADA

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK



Some of the finishes procurable in mat board.

show cards and is not made now exclusively for this purpose. Its main use is for picture mats, photo mounts, calendars, etc. Show cards are really a secondary consideration with matboard manufacturers. Nevertheless, many plain and fancy matboards can be worked up into fine, attractive show cards. It is not advisable to stock up with fancy boards. The plainer kind are the best for all classes of fancy showcards. The kinds most advisable are cream, buff, light, dark and medium grey and brown tones. Many different finishes can be secured in these colors, such as linen, pebble, ripple, clouded, besides the plain. The plain finish is preferable where fine, accurate lettering is necessary.

Some Matboard Finishes

Figure 1 gives an idea of some of the finishes procurable. Do not stock up heavily on wood grain boards, because there are not many occasions when they can be used to good advantage. Wood grains can be obtained in oak, walnut, mahogany, etc.

Make Your Own Covered Boards

Cardwriters who do not wish to go to the expense of ordering matboard can make a very good substitute by getting cover papers from wholesale paper houses. These can be mounted on plain pulp cardboard, by using a heavy flour paste. To keep the card from curling, paste a cheap paper of the same weight on the back of the card and press it under a heavy weight until dry. A very beautiful assortment of fine colorings can be obtained in this way.

The Chart

In general appearance this lettering is very similar to the round writing pen work shown in lesson 13, but in execution it is vastly different.

"A" is a good example of the use of the music pen. Stroke one is made with the pen closed, while stroke two is made by using more pressure to get the broad line. To make stroke three, use heavy pressure in the centre of the stroke. Both ends of this stroke should be made with very little pressure, to get the fine lines. Stroke three of the second "A" is made with the pen closed.

"B" is a letter of three strokes. Pay special attention to strokes two and three. The heaviest pressure must be used in the centre of each stroke. The second "B" is composed of four strokes. Stroke four is used to give a variety to the work, but should only be used at the beginning of the "reader" of a showcard or in headlines. Never use a fancy letter in the body of the "reader."

The "C" in both cases is a two-stroke letter. The difference in the manipulation of the music pen from the round writing pen is illustrated in the second "C." Note that stroke two is finished by shoving upwards on the pen which would have to be completed with two strokes with the square-pointed nib.

The "D" is the same in appearance as that made with the roundwriting pen.

The spur-making on the "E" and "F," as on many other letters, should be watched carefully. By much practice these can be made with one stroke. To make the right hand top spur, spread the pen the full width at the commencement and as the stroke is made release the pressure gradually until the fine line is reached. The bottom spurs must be made just the reverse. Stroke three of the second "E" is made by starting and ending with a fine line, using pressure on the pen in the centre.

"G" is a three-stroke letter. Care must be taken with the joining of strokes one and three.

Stroke three of "H" is made after the same manner as stroke three of the second "E." This style of "H" should not be used in the midst of the "reader," but only for heading purposes. The second "H" is of the plainer variety and can be used on any part of the card. Take care to make the two outside strokes parallel.

Care must be taken to keep the "I" at right angles with the guide lines.

It is best for beginners to make the "J" with three distinct strokes. With practice this can be made with one entire stroke. The second "J" shows the use of the spur on the tail.

Note that stroke two of "K" joins stroke one above the centre. The second "K" shows a variety in stroke two.

A plain and fancy "L" is also shown. Stroke two of the "L" is made with one stroke.

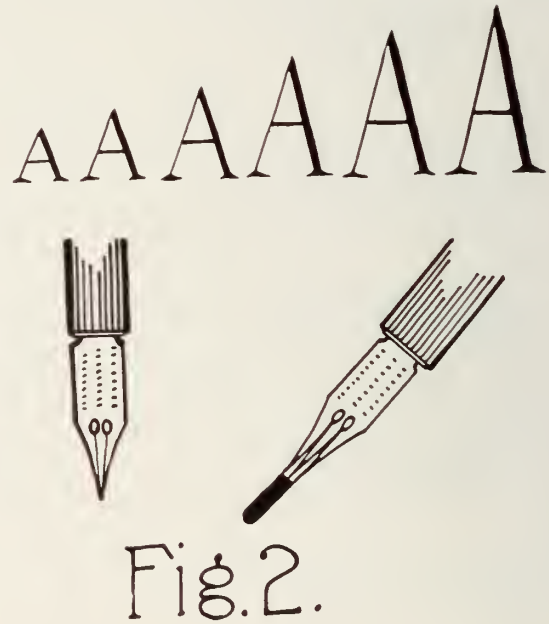


Fig. 2.

The "M" is a letter that always needs careful practice. Be sure to make the lower centre point at equal distances between the ends of strokes one and four. The second "M" shows a variety in stroke two.

Miller Service means superior service and positive satisfaction to your military customers.

PRIVATES' BREECHES

The famous Miller Make that has taken Canada by storm. Limited quantities now available for immediate delivery.

Made from regulation Khaki Serge, in the Smart and Snappy cut which appeals to the soldier.

Sells wherever there are soldiers.

Also handle Puttees and other lines needed by officers and privates.

THE MILLER MFG. COMPANY, LIMITED

YORK STREET, TORONTO

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS

You need this in your trims

There are several odd corners, ledges, etc., in your store where a full bust form could not be conveniently displayed. In just such places as these

Dale's Half-Bust Form Shirt Displayer

Dale's Half Bust Form Shirt Displayer for Plaited, Stiff Bosom, Soft Bosom and Ratine Shirts.

will prove of incalculable value. It gives a full bust-form effect and occupies but very little space.

It is mounted on a handsome square base, with adjustable tube standard allowing many different heights and angles.

Let us send you full particulars.

Dale Wax Figure Co., Limited

106 Front St. East

Toronto, Ontario

No Advance!

ARROW PAD GARTER

Just think of it.

New goods still at old prices—yet quality the same. Can you beat these figures for first-class guaranteed goods?

No. 386. Price only $24 per gross. Made of 7/8 cable web and moire top. Rubber protected button.

No. 396. $25.50 per gross. Made of 7/8 cable web and silk top. Rubber protected button.

No. 375. $45 per gross. Made of 7/8 silk cable and silk top. Rubber protected button.

Have your stock well assorted for Easter and Summer trade.

If your jobber can't supply you, write us direct.

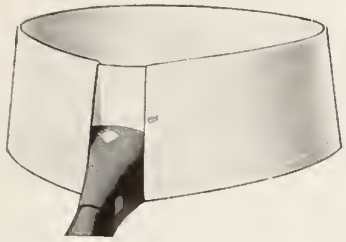
Arrow Garter Mfg. Co.

314 Notre Dame St. West, Montreal

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

The spring season origination from the Arrow Collar Shops presents a style of exceedingly graceful lines and sensible proportions, in the "Ashby" 2⅛ inches high in front. The new Arrow model shows a collar of the deep banded variety, with a front space of about one inch. This space is practically the same at the top and the bottom of the outer fold of the collar. In the new style there is plenty of room for the new large soft four-in-hand knot, or for the centre knot of the bow tie. There is also ample room for the band to slip in. The new style will not chafe or wear out the shirt, is very easy to put on or to take off, and to tie a cravat in. In addition to this, the new front gives the knot of the cravat plenty of room to work up and down in so that the chafing of the knot by the collar has been done away with.



* * *

A very favorable reception has been accorded the light weight Canterbury collar which is being made by The Williams, Greene & Rome Company. Individuality characterizes the new Canterbury with its eyelets, instead of buttons and buttonholes. This departure is being received by the public as a distinct improvement, inasmuch as it is evident to anyone that a collar will become less soiled and creased in fastening it with a pin, than in putting a button in a button-hole.

* * *

Considerable interest is being shown by the trade in the new roll top Marne collar, which is being made by the Williams, Greene & Rome Company. This is a welcome departure from the ordinary style of collar, and should be given a large call, especially for summer wear. The Marne is built on the right lines for comfort and appearance, being high enough to show above the coat collar at the back and low enough in front to be quite comfortable. It comes in quarter sizes.

OF A PERSONAL NATURE

Kenneth McKay, of Inverness, N.S., a men's wear retailer has joined the forces.

J. A. Scott & Company, tailors, 101 West King street, suffered $500 loss as a result of fire which recently broke out in their basement.

Because of anxiety shown by merchants as to their future clothing supplies, U. S. manufacturers are sending their travelers out earlier than usual with Fall samples.

Rooney-Cooper Limited, have just opened new premises at 147 Sparks street, Ottawa, giving up their ladies' tailoring line, this concern is now featuring their service to men.

T. W. Henry, of Toronto, has joined the staff of W. J. McCance, men's furnisher, St. Thomas. Mr. Henry has had seven years' experience in the clothing and furnishing business and will give special attention to the clothing end of the McCance business.

After an illness of four months' duration Thomas Wesley Manes, head of the firm of T. W. Manes & Co., merchant tailors, died yesterday morning at his home, 86 Beech Ave.

The late Mr. Manes was born 44 years ago at Churchville, Ont., and had lived in Toronto for about 20 years. He conducted the present business on Yonge street for ten years.

Mr. D. F. Porter has been appointed travelling salesman for the North American Tailors, Toronto, and will cover the district from Peterborough to Haileybury.

Thomas Patterson, a retired clothing merchant of Oakville, died at "Glen Prosen" on the lake shore. A native of Scotland he came to Canada, and settling in Oakville, secured employment with Hagerman & Jull, whom he afterwards succeeded in business here. He was in his seventy-eighth year, and leaves a family of two sons and four daughters. Mr. Patterson was a member of the Presbyterian Church.

Wages of employees of the Dominion Textile Company will be increased 5 per cent. according to an announcement which was posted in the different mills of the company. The new scale will go into effect immediately, and about seven thousand workers will benefit by it. The workers had not asked for an increase, the initiative being taken by the management of the company.

Operations of the Dominion Textile have for some time past been very active, and on several occasions officials have reported a noticeable increase in buying throughout the Dominion, particularly in the Western Provinces. All of the mills are understood to be running at capacity at present on orders received for domestic use.

The Men's Wear Review Chart of Correct Dress for all Occasions

April — 1916

DAY WEAR

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETERAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat	Like jacket or in case of cut-away coat, striped grey	Black derby or green or grey soft	White or colored negligee; plain stiff or soft cuffs	White wing or double fold; square or round cut	Four-in-hand or bat-wing	Yellow chamois or tan cape	Cotton, lisle or silk, black or subdued colors	Black or tan	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links. gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap or buckle, knicker-bocker breeches	Tweed hat or cap.	Negligee: soft cuffs. Cambric or fine flannel	Soft, cutaway. or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chamois or special sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet high	Raglan loose-fitting or cape or Burberry	Plain gold bar pin gold links.
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or white	To match coat or grey striped worsted	High silk with broad felt band	Stiff or pleated white.	Wing or poke	Ascot or four-in-hand to match gloves	Pearl grey suede	Black or dark colored silk, plain	Patent leather buttoned kid tops	Black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	White pique or linen or black or grey fancy silk	Same material as coat, with or without braid	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, one stud showing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or cape	Black, grey or deep blue silk or other subdued color	Patent leather ties, or buttons, patent leather pumps	Frock, Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE, STAG DINNER AT HOME, ETC.	Evening jacket, black.	Black silk or linen, single breasted.	Same as above	Soft or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gun metal pumps	Same as above or dull calf	Same as above	Same as above

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Regulation Trunk

Sam Browne Belt

Military Legging

Let us help you get your full share of the big military trade.

We manufacture military equipment of superior quality, and our goods wherever displayed are proving big sellers with Canada's army.

We supply the following lines in officers' equipment:

Smooth Lea Leggings with Springs or Spiral Straps, Pig-skin Leggings with Spring or Spiral Straps, Fox Spiral Puttees, Straight Puttees, Sam Browne Belts, Money Belts, Medium and Light Spur and Chains, Caps, Crops, with Buckhorn and Loaded Handles, Wolseley Kit and Mattresses, Carryalls for officers and nurses, etc.

Lamontagne service enables you to meet the private soldiers' requirements also. Look over the following—Spurs with Straps, Military Whips, Whip Handles, Swagger Sticks, Military Belts, Money Belts, Redio Cloth, Soldiers' Friend Paste, Chamois, Whistles, Whistle Cords, etc.

The soldiers' trade is worth while. Consult us regarding your requirements.

Lamontagne, Limited

MANUFACTURERS OF HIGH-GRADE HARNESS, TRUNKS, BAGS, ETC.

338 Notre Dame Street West MONTREAL, QUE.

WRITE FOR BUTTON SHINER—FREE

BUSINESS CHANCES

RARE BUSINESS CHANCE!!—TO RENT—GENTS' FURNISHing business at 342 College St., near Spadina Ave. Established 12 years. Excellent dwelling above. No stock or fixtures to buy. Possession end of May. Rent $60.00 per month. Apply T. R. Sands, 340 College St., Toronto.

TAILORING BUSINESS—LARGEST, BEST ADVERTISED AND best paying moderate-priced tailoring business in Montreal for sale as a going concern; reason ill-health. Only $5,000 down. Balance can be arranged. "Tailor," Box 1934, Montreal, Que.

WANTED

WANTED—MEN TO COVER TORONTO—SALESMEN WHO ARE calling on the men's wear trade and who could handle another line in the city should communicate with Box 10, Men's Wear Review.

OFFICER'S FIELD KIT

Army Kit Bag containing Bed, Bath and Washstand, Ground Sheet, Pillow, Bucket, Chair. £4 12 6 net.

SWORDS FOR ALL ARMS OF THE SERVICE.
Infantry, Artillery, fitted with S.B. Scabbard, 45/-
Write for Illustrated Price List.

S. GOFF & CO., Manufacturers, 17 and 18 King St., Covent Gdn., London, W.C., England

OFFICERS' CAPS

DE LUXE
REGULATION AND TRENCH
Made from Fox's Serge

PUTTEES

Fox's Improved Spiral
REGULATION AND LIGHTWEIGHT

BADGES

EMBROIDERED AND METAL
EVERY DESCRIPTION
Special designs and prices quoted on application

LEGGINGS—SAM BROWN BELTS
Solid English Leather Very Superior
LOADED LEATHER RIDING CROPS

NURSES' EQUIPMENT

CAPE CLASPS BELT BUCKLES HAT PINS BUTTONS CAP AND COLLAR BADGES

EVERYTHING IN MILITARY EQUIPMENT

Send for Catalog and Price List

OLDEST AND LARGEST MANUFACTURER OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

Officers' MILITARY SHIRTS

Daily the soldier's trade is growing throughout Canada.
How much of it are you getting?
We know the shirt needs of the Soldier, Officer or private and make several lines of Khaki Flannel shirts in strictly regulation styles. Note the officers' military shirt here shown. Made in coat style, with neckband and two separate collars (either round or square corner), shoulder straps, military bellows pockets with tunic flaps. **Send trial order.**

The Deacon Shirt Co.

Belleville, Ontario

Your Military Requirements

can be well supplied from our ample stock. Our close prices allow you a good profit. The following are among the military supplies we carry:

British Warms,
Military Raincoats,
Camelhair Blankets,
Sam Browne Belts,
Leather and Rubber Boots
Swagger Sticks
Khaki Neckwear
Unshrinkable Shirts
Puttees, Fox's
Slickers
Leggings
Snuglets
Spencers
Badges
Khaki Handkerchiefs
Khaki Suspenders
Soldiers' Friend and "Royal" Polish
Military Books.

Every line we handle is thoroughly reliable. We hold the agency for:

Young and Rochester Shirts,
Aquatite Military Coats,
Tress' Official Service and Trench Caps.

Write for prices and full particulars.

Wreyford & Company

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

We are

Military Specialists

M.I.C. BRAND
NONE BETTER

Handling our lines will enable you not only to secure and hold the officers' trade, but will put you in a position to meet Tommy's every requirement.

Following are a few of our lines:

OFFICERS' TRENCH AND FORAGE CAPS, $25.00 per doz. up. with or without band. Cadet caps, $6.50 per doz. up.

WOLFE'S SPIRAL PUTTEES. Guaranteed non-frayable. $24.00 per doz.

EMBROIDERED BADGES. In all Army and Navy regulation designs. Accessories of every description.

Before replenishing your stock of military goods, ask us for samples and prices.

A. HARRY WOLFE - UNITY BUILDING MONTREAL, CAN.

"EVERYMAN'S" TROUSERS

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For the Millionaire or the Million

No matter under what conditions they are placed, their splendid wearing qualities will give unqualified satisfaction to the wearer.

"Everyman's" pants are made up in all grades of worsteds, striped or fancy; black and blue serge; tweeds; outing pants, in khaki and white duck, with cuffs or plain bottoms and with belt loops.

In all styles and at prices for all classes of men.

Send for samples in any of our lines.

"Everyman's" TRADE MFD BY DAVIS BROS MARK

Made only by

DAVIS BROS., Hamilton, Can.

Do not neglect the Haversack and Khaki Shirt end of your business.

It's a winner.

Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, $13.50 doz.

Officers' Khaki Shirts (*Vigella Flannel*), with 2 collars, $33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.

533 College St. - TORONTO

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Importers and Manufacturers of Military Equipment

ESTABLISHED 1875

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CLOTHS, TRIMMINGS and ACCOUTREMENTS for MILITARY, NAVAL, POLICE and Other Forces.

WE CARRY THE LARGEST STOCK OF KHAKI CLOTHS IN CANADA. PRICES AND SAMPLES ON REQUEST.

MAKERS OF

METAL BADGES, BUTTONS AND ORNAMENTS, MILITARY SHIRTS, BELTS AND EMBROIDERIES

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Officer's Military Service Cap, made in regulation khaki, English serge or Burberry —$2.40 net.

English Pattern. Officer's Service Cap. (soft crown and extra large visor). Made in khaki serge. Burberry or whipcord, $2.50 net.

Over 250,000 men are wearing the King's uniform. If you can't sell them civilian headgear — why not military headgear?

Are you getting your share of the military business? If not, start now. We can ship from stock caps manufactured in our own premises, by our own workpeople.

Men's Military Service Cap. Made in khaki serge only, $1.40.

Officer's Soft Crown Military Service Cap, made in khaki serge, Burberry or whipcord. $2.50 net.

Contractors on Military Caps to the Dominion Government.

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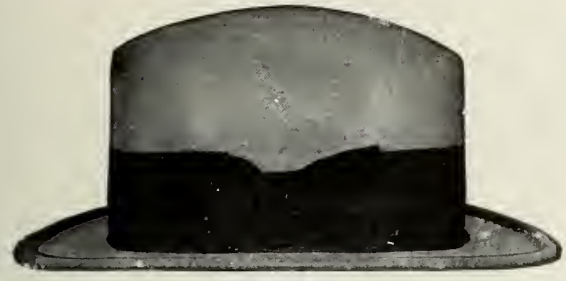

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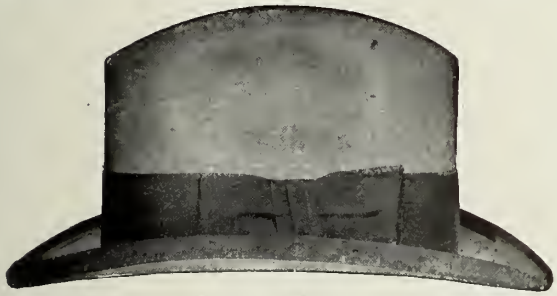
Style No. 2561.

Style No. 2590.



Style No. 2584.

Is This True?

YOUR success depends upon the prosperity of your local community, and in the same way the prosperity of the local community depends upon the prosperity of the country as a whole.

¶ This being true, did you ever stop to figure out that every dollar unnecessarily spent with foreign manufacturers is a dollar lost to Canada and its merchants?

¶ A patriotic policy to follow is to give the preference to Canadian-made goods.

¶ WOLTHAUSEN HATS are entirely Canadian made, and we know and guarantee them to be at least as good as any imported make, indeed, in style, design and workmanship, they surpass the majority of them.

¶ The hats shown here should be in every dealer's show case. Order them now, by number, giving sizes and colors desired.

The Wolthausen Hat Corporation, Limited

MONTREAL
149 Notre Dame Street West

Brockville, Canada

TORONTO
28 Wellington Street West

704
YOUNG MEN'S FLAT BRIM
$16.50 per dozen
Green, Navy, Grey, Brown or Black

Two Best Sellers *for* SPRING

These two styles, illustrated, are the popular fancy for Spring. Be prepared to supply your customers with these styles.

Preparedness is the wise policy.

Order your supply at once.

We have them in stock—

831
YOUNG MEN'S FEDORA
$18 and $19.50 per dozen
Navy, Green, Dark Grey, Brown or Black

James Coristine & Co. LIMITED
Montreal

LISTEN

Have you any spare time to exchange for Cash? Have you one or two hours in the evening that you could devote to increasing your income, if the plan proves that you can make an extra $5 or $10 a week? We need a man in your district to *represent us* and for his spare time we'll pay him liberally. Are you the man to secure control of your locality?

If *you are*—and *possess* a good amount of *enthusiasm* and *energy*, you are the man we are looking for. It will pay you to write us to-day and find out all about the plan and how it will fit into your *needs*. No obligation *you know*,—just say, "I would like to turn my spare time into dollars."

THE MACLEAN PUBLISHING CO., LIMITED
143-153 UNIVERSITY AVENUE Dept. M.W. TORONTO, CANADA

Latest Jewelry Novelties
for
Easter and Summer Trade

SCARF PINS
SOFT CUFF LINKS
COLLAR BUTTONS
TIE CLIPS, Etc.

A variety of beautiful lines—just the thing to tone up your
Jewelry Department.

Before doing your buying see our representative, or write us for samples and prices.

PEARSON BROS.
WHOLESALE JEWELERS
31 Notre Dame Street West
Montreal, P.Q.

Have you in stock
The Big Arm and Hammer Brand Chambray

The shirt which in sleeve and body length and general roominess offers unsurpassed value.

Compare it with any Chambray shirt you ever bought.

J. A. Haugh Mfg. Co., Ltd.
658 King Street West TORONTO

Five First-Class Reasons

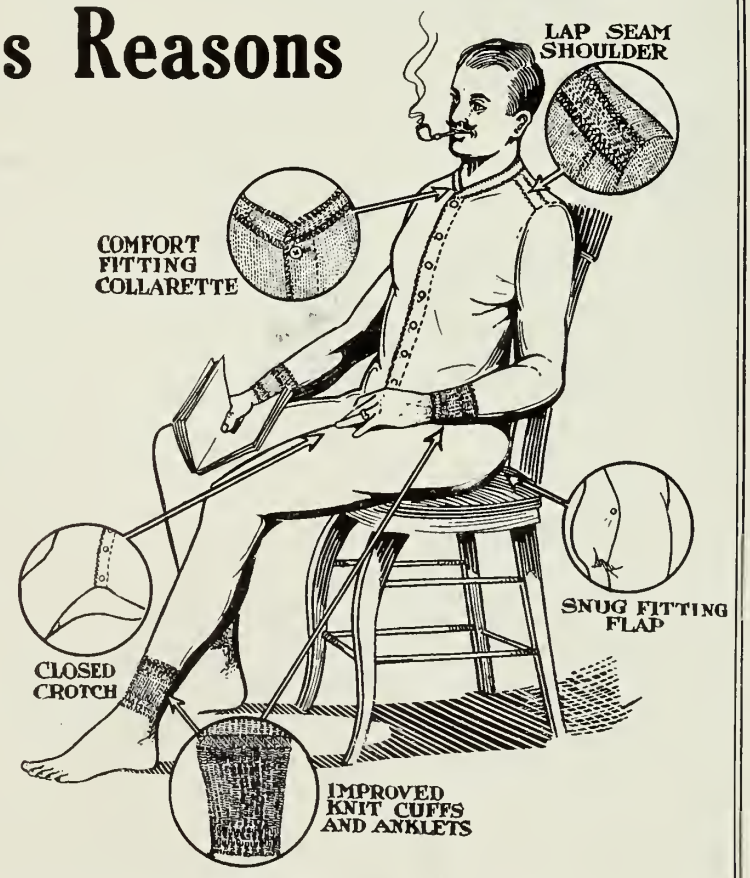
why you should stock "Imperial" Underwear. You can see them at a glance in the sketch below.

They are:—

Lap Seam Shoulder
Comfort-Fitting Collarette
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets

They are, in short, five "Imperial Points," not found in the ordinary underwear. And remember, they are the points which will please your customers.

In combinations and two-piece suits.



Kingston Hosiery Co.
KINGSTON, ONT.

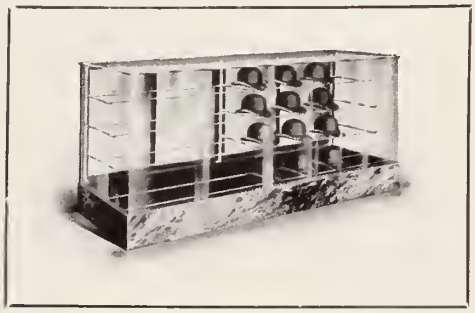
Gent's Furnishing Show Cases

Special goods need special cases.

The Jones Shirt Case

Specially equipped for properly displaying and storing Shirts.

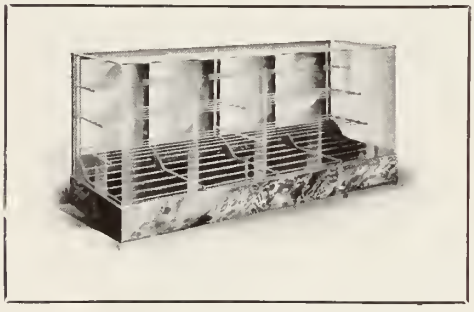
Increase your display and increase profits.



The Jones Hat Case

Displaying a complete line of Hats to the best possible advantage.

Proper display means self-sold goods.



The Jones Neckwear Case

A combination case for Men's or Ladies' Neckwear, Laces or Ribbons.

SEND FOR CATALOGUE.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
69-71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

Palm Beach

REGISTERED U.S. PATENT OFFICE

THE GENUINE CLOTH

MFD BY GOODALL WORSTED CO.

PALM BEACH—AN INSTITUTION

THERE are those who can see in Palm Beach only the popular cloth of a day—who expect it to follow the time-honored routine of most Summer innovations that are accorded a frenzied reception at their birth and in a season are forgotten.

But they have not stopped to think what this cloth has done—and what it stands for. How, without the support of any outside agent, it has revolutionized the Summer season's trading—how it has practically abolished the foolish use of weighty-lined fabrics and heat-producing wearing apparel in July and August.

Palm Beach has actually taught the public common sense in regard to sane, healthful wear in the hot months. Could a fabric of a day accomplish this?

Not by accident has Palm Beach won its place.

Examine its merits and you'll find
the reason for this unique leadership

Its superb washing qualities—its airy coolness—its remarkable durability—its inexpensiveness—the ease and shapeliness with which it tailors. Has ever a cloth so fully achieved perfection?

The patented blend of weave and twist that protect its natural colors is the result of years of study.

The peculiar interlock of the Angora hair and cotton, produce a remarkably strong, durable, dirt-repelling texture that cannot be copied. The *twenty-three* distinct processes of finish add to that texture a finish at once beautiful, inimitable and lasting.

The Palm Beach Mills
Goodall Worsted Company
Selling Agents, R. K. Mulford Dept.
229 Fourth Avenue, New York City

Palm Beach

REGISTERED U. S. PATENT OFFICE

EASTER!

Time is short, goods are scarce, prices constantly advancing, safeguard your interests by ordering now.

Make sure that your Men's Furnishing department is ready for Easter trade.

Neckwear
Shirts
Hose
Spring Underwear
Belts, etc.

are all in special demand at this time. Write us your requirements for immediate attention.

THE W. R. BROCK COMPANY, (LIMITED)
WHOLESALE DRY GOODS
TORONTO MONTREAL CALGARY

28 "Service" Branches Throughout Canada.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

"DOMINION" RAINCOATS

"DOMINION" Raincoats are the only raincoats which are entirely *Made in Canada.* For style, quality and workmanship, they are equal to the best foreign makes.

"DOMINION" Raincoats represent the best value, at the price, within your reach. They are made to suit the tastes, as well as the purses, of all classes.

Write for Catalogue and make sure to see all the samples when our salesman calls.

Canadian Consolidated Rubber Co., Limited
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada.

Pretty Soft!

YOU have always paid at least $1.50 for soft collars that could compare with this new line.

A lucky strike in the purchase of these fabrics, coupled with manufacturing economics possible with increased production, let us quote

$1.25 the dozen to sell at 3 for 50c.

Pretty soft—isn't it?

And aren't they pretty soft collars too?

Tooke BROS., LIMITED

MONTREAL

TORONTO WINNIPEG VANCOUVER

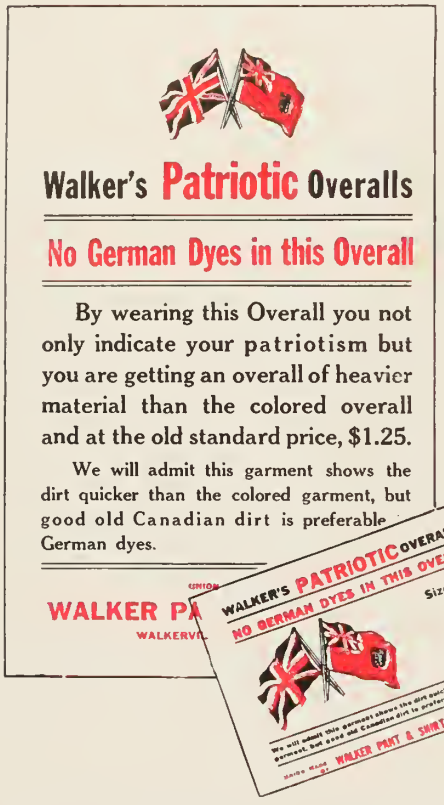
MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI PUBLICATION OFFICE: TORONTO, MAY, 1916 No. 5

Going Strong

Walker's Patriotic Overalls


Walker's Patriotic Overalls
No German Dyes in this Overall
By wearing this Overall you not only indicate your patriotism but you are getting an overall of heavier material than the colored overall and at the old standard price, $1.25.
We will admit this garment shows the dirt quicker than the colored garment, but good old Canadian dirt is preferable German dyes.
WALKER PA
WALKERVI
WALKER'S PATRIOTIC OVERALLS
NO GERMAN DYES IN THIS OVERALL
Size
WALKER PANT & SHIRT CO.

Striking—are they not—these colored tickets and dodgers? They will help you attract trade—and the quality of the overalls will keep it. Get these Patriotic Garments in your window—and use the dodgers we supply.

The idea has taken, the public has caught on to the *"no German dye"* idea. It is the idea that takes, but the extra quality of the overall at less cost closes the sale. The Patriotic Overall is proving a Big Seller: by making the garment entirely white, we eliminate the high cost of dyes. Quick action is necessary if you want to get the full advantage of this. Already the demand is enormous and some delay in deliveries may result with backward orders.

The Appeal That Sells

The illustration is a fac-simile (except for lack of blue ink) of the dodger and ticket, which make a distinct appeal to those who examine the Patriotic Overalls with their striking points. The dodgers, which go with each shipment, enable you to build for bigger overall business.

MAIL YOUR ORDERS DIRECT TO OUR CHATHAM FACTORY FOR PROMPTNESS.

The PATRIOTIC OVERALL is made up on the same pattern as our Trainmen's (complete in every detail) and the price, our old standard, $12.00 per dozen. 2 per cent. off 60 days.

WALKER PANT & SHIRT CO.

WALKERVILLE AND CHATHAM

Smart Clothing for Boys

Exceptional Values

The new "Slip-on" coat for Spring and Fall. It will be popular.

Made in three-quarter length of English fancy cheviots, single-breasted, with velvet collar and slash pockets.

Proper Clothes immediately catch the quick eye of the boy for their smart appearance; the quality and values do the rest. Parents are pleased to meet their boys' desires when price and quality are right.

One of our new, fancy Norfolks, made of English tweed.

"Knickers" made with Governor fastener or with strap and two buttons.

Proper Clothes

offer you a range of wide scope for meeting the individual desire of boys and parents. The workmanship is by experienced tailors who specialize in this line, giving their whole attention to the making of boys' clothing.

Prosperous times have given an impetus to the demand for boys' clothes. Pull the business of your locality by handling **Proper Clothes.**

Coppley, Noyes & Randall, Limited

HAMILTON, CANADA

What about Khaki Drill Boys' Uniforms for the summer? Are you supplied? We stock both wool and duck.

HELLEUR, GARIEPY & BRODERICK, LIMITED

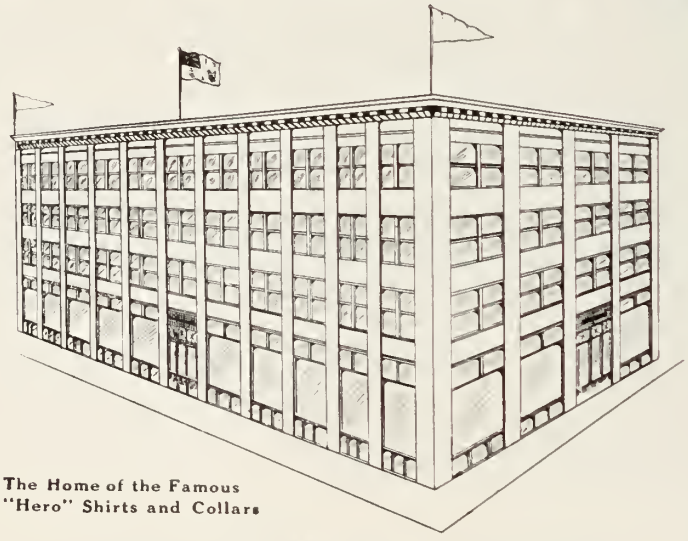
Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West - - MONTREAL, Quebec

MEN'S FINE SHIRTS

Dress—Outing—Negligee

"Hero" Shirts are Better



The Home of the Famous "Hero" Shirts and Collars

"Hero" Shirts are Better

WRITE FOR SAMPLES AND PRICES

ALPHONSE RACINE, LIMITED, 60-80 St. Paul St. West MONTREAL

DRY GOODS JOBBERS AND MANUFACTURERS

MILITARY INSIGNIA

We manufacture the most complete line of Military Insignia and Badges in the country.

We can supply you with the regular badges as used by different corps of every Battalion. We also manufacture special badges for new Battalions forming on the shortest possible notice.

Our staff of designers can supply you with designs which generally secure the business. These are free to the legitimate trade.

Your enquiries are solicited.

CARON BROS., Caron Building, Montreal

Eveleigh Baggage

Stands the Test

Sell Eveleigh baggage and you will not have complaints.

Every part of an Eveleigh production — the materials — the making—are all of the best 46 years' experience can combine.

Eveleigh Baggage looks the best, wears the longest and gives thorough satisfaction.

Get in touch with us—a card will do it.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches:

Winnipeg Saskatoon Calgary Vancouver

Stifel's Indigo Cloth

Standard for over 75 years.

OVERALLS
JUMPERS &
UNIFORMS

has a history parallel with American Railroads.

It began its existence at the same time and has kept pace with railroad advancement from past to present.

STIFEL'S INDIGO is the garment cloth invincible.

Look for this Trade Mark STIFEL'S REGISTERED on the back of the cloth on the inside of the garment. It's a guarantee to you and your customers of the genuine STIFEL'S INDIGO.

CLOTH MANUFACTURED BY

J. L. Stifel & Sons

INDIGO DYERS AND PRINTERS

WHEELING, W. VA.

NEW YORK . . . 260-262 Church Street
PHILADELPHIA . . . 324 Market Street
BOSTON . . . . . 31 Bedford Street
CHICAGO . . 223 W. Jackson Boulevard
SAN FRANCISCO, Postal Telegraph Building
ST. JOSEPH, MO. . Saxton Bank Building
BALTIMORE . . . . Coca Cola Building
ST. LOUIS . . . . 928 Victoria Building
ST. PAUL . . . . 238 Endicott Building
TORONTO . . . 14 Manchester Building
WINNIPEG . . . 400 Hammond Building
MONTREAL . Room 500, 489 St. Paul St.

ANSLEY-DINEEN CO., Limited, TORONTO, ONT.

G 1—OFFICERS' KHAKI REGULATION SERVICE CAP

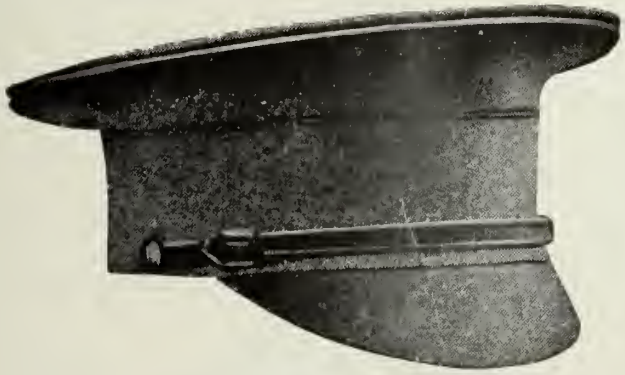
Officers' Military Regulation Service Cap, made in regulation khaki, English serge or Burberry—$2.40 net.

G 3—OFFICERS' KHAKI SOFT CROWN SERVICE CAP

Officers' Soft Crown Military Service Cap, made in khaki serge, Burberry or whipcord, $2.50 net.

G 4—OFFICERS' KHAKI SOFT CROWN CAP (WITH ENGLISH PEAK)

English Pattern, Officers' Service Cap (soft crown and extra large visor). Made in khaki serge, Burberry or whipcord, $2.50 net.



G 1516—PRIVATES' KHAKI-SERGE REGULATION SERVICE CAP

Men's Military Service Cap. Made in khaki serge only, $1.40.

ANSLEY-DINEEN CO., Limited, TORONTO, ONT.

Sole agents for Christy's, Scott, Hillgate, Peel, Greville, Regal and many other world-famous hats.

Contractors on Military Caps to the Dominion Government.

"Imperial" Underwear

With the Special Closed Crotch and Other Strong Features

"Imperial" Underwear, in combinations and two-piece suits, has the following unusual features for comfort, fit and extra wear:

Lap Seam Shoulders
Comfort-fitting Collarette
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets

These points will be appreciated by your customers and the extra good quality and serviceableness of the "Imperial" combinations or two-piece suits will make sales in your other lines. Your store will be remembered as the one that "sold me that dandy underwear."

Write for samples.

Kingston Hosiery Co.

KINGSTON, ONT.

Big Sellers

Boys' Military Suits

Boys' Odd Khaki Bloomers

C 168—Khaki Cotton Drill: Coat, Breeches, Cap, Puttees, Ages 4 to 9, $3.60; Ages 10 to 15, $4.10.

5600—Khaki Wool Serge: Coat, Breeches, Cap, Puttees, Ages 4 to 9, $5.40; Ages 10 to 15, $5.90.

Khaki Cotton Drill Bloomers: Ages 4 to 9, $6.50 to $9.00; Ages 10 to 15, $7.50 to $10.00.

Order Quickly Big Sellers Good Values

The Jackson Manufacturing Co., Limited

Clinton, Ontario

"Craftana"

Registered No. 26240

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

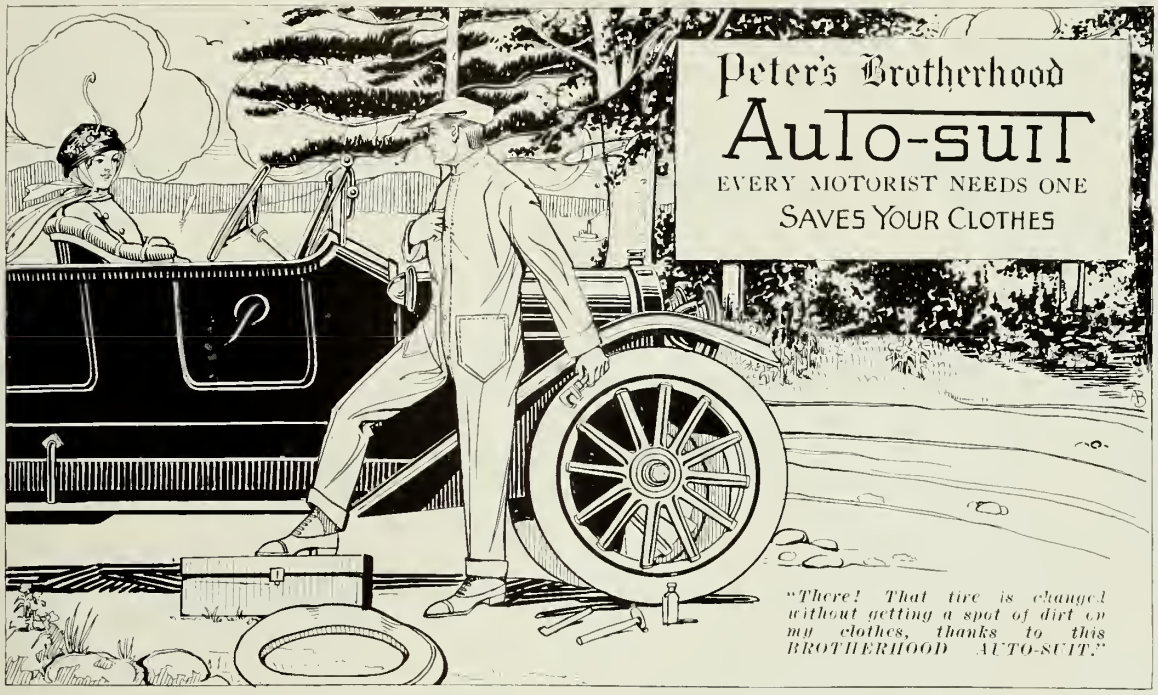
Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.


Peter's Brotherhood
AUTO-SUIT
EVERY MOTORIST NEEDS ONE
SAVES YOUR CLOTHES
"There! That tire is changed without getting a spot of dirt on my clothes, thanks to this BROTHERHOOD AUTO-SUIT."

PETERS' BROTHERHOOD AUTO-SUIT is the first garment of this kind to be made in Canada, and it fills a real need. There isn't an automobile owner or driver who has not spoiled one or more suits of clothes while repairing his car or changing a tire. Usually, too, the trouble occurs just when he has on his best suit.

Peter's Brotherhood AUTO-SUIT

is made to slip over his clothes, covering him from neck to heels. It buttons up the front and is easy to slip on and take off. He can do any kind of work and not spoil his clothes when he slides into an AUTO-SUIT.

One thing that a motorist dreads more than anything else is to be compelled to repair his car or change a tire while out driving. It usually means that he gets covered with dirt before the job is done. We have been asked repeatedly for some kind of a suit that a motorist can carry in the car or have at his garage and one that he can slip into easily and quickly when he needs to. Our answer is Peters' Brotherhood AUTO-SUIT.

Every motorist in the country will want one as soon as he finds that such a useful garment has been placed on the market.

We are going to place an agency with one reliable merchant in each town and city in Canada. This agency will be a drawing card for the best trade of your community. Do you want it? Write us at once and we will send samples prepaid by return mail.

H. S. Peters, Limited

Welland, ∴ Ontario

Close Prices on Military Supplies

We have an adequate stock and our close prices allow you a good profit. We can supply promptly any of the following military supplies.

British Warms,	Slickers
Military Raincoats,	Leggings
Camelhair Blankets,	Snuglets
Sam Browne Belts,	Spencers
Leather and Rubber Boots	Badges
Swagger Sticks	Khaki Handkerchiefs
Khaki Neckwear	Soldiers' Friend and "Royal" Polish
Unshrinkable Shirts	Military Books.
Puttees, Fox's	

We are also agents for:

Young & Rochester Shirts,
Aquatite Military Coats,
Tress' Official Service & Trench Caps.

Write for Prices and Particulars

Wreyford & Company

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

Do not neglect the Haversack and Khaki Shirt end of your business.

It's a winner.

Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

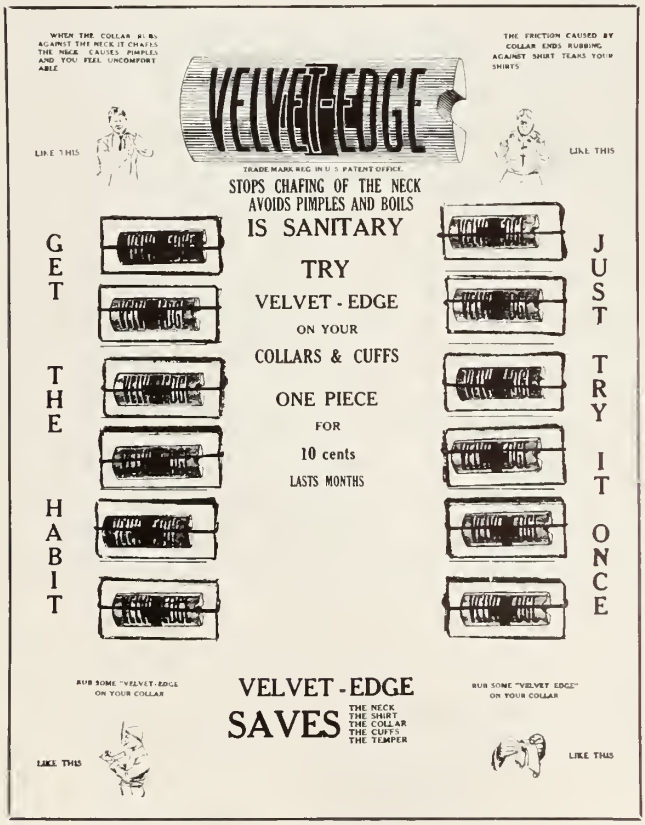
Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, $13.50 doz.

Officers' Khaki Shirts (*Vigella Flannel*), with 2 collars, $33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.

533 College St. - TORONTO



A HUGE SUCCESS

Sells Quickly—Brings Good Profit—Appeals to Every Man.

"**Velvet Edge**" has made a great success in the United States. This invention prevents the ragged edges of Collars and Shirts. Also it absorbs perspiration.

RETAILS AT 10c.

Liberal Profit—get your share.

Send for a sample dozen on an attractive card and full particulars.

H. V. BYE

128 BLEURY ST.
MONTREAL

Sole Selling Agents for Canada

Palm Beach

REGISTERED U.S. PATENT OFFICE

THE GENUINE CLOTH

MFD BY GOODALL WORSTED CO.

PALM BEACH—AN INSTITUTION

THERE are those who can see in Palm Beach only the popular cloth of a day—who expect it to follow the time-honored routine of most Summer innovations that are accorded a frenzied reception at their birth and in a season are forgotten.

But they have not stopped to think what this cloth has done—and what it stands for. How, without the support of any outside agent, it has revolutionized the Summer season's trading—how it has practically abolished the foolish use of weighty-lined fabrics and heat-producing wearing apparel in July and August.

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The Palm Beach Mills
Goodall Worsted Company
Selling Agents, R. K. Mulford Dept.
229 Fourth Avenue, New York City

Palm Beach

REGISTERED U. S. PATENT OFFICE

The L. S. Goldsmith Advertising Agency, New York

"If any advertisement interests you, tear it out now and place with letters to be answered."

OFFICERS' CAPS

DE LUXE
REGULATION AND TRENCH
Made from Fox's Serge

PUTTEES

Fox's Improved Spiral
REGULATION AND LIGHTWEIGHT

BADGES

EMBROIDERED AND METAL
EVERY DESCRIPTION
Special designs and prices quoted on application

LEGGINGS—SAM BROWN BELTS
Solid English Leather Very Superior
LOADED LEATHER RIDING CROPS

NURSES' EQUIPMENT

CAPE CLASPS BELT BUCKLES HAT PINS BUTTONS CAP AND COLLAR BADGES

EVERYTHING IN MILITARY EQUIPMENT

Send for Catalog and Price List

OLDEST AND LARGEST MANUFACTURER OF MILITARY EQUIPMENT IN CANADA

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

THE WINNERS

TUBULAR

NECKWEAR

BAT-WINGS AND FOUR-IN-HANDS

Samples and Prices sent on request

J. & J. CASH, Limited

301 St. James St. ∴ MONTREAL

JUST TROUSERS

"Everyman's" MFD BY DAVIS BROS TRADE MARK

For the Millionaire or the Million

Built on Honor—Sold on Merit

THE LINE OF LEAST RESISTANCE

If you don't look carefully over our line of "Everyman's" Trousers you don't look carefully after your own interests.

For instead of being a motley array of laggards, here are the most favored garments in the realm of clothing.

We realize that the more we put into our product, the more we take out in sales.

Thus we appreciate and welcome competition. We want you to carefully consider every line of trousers that salesmen or advertisements recommend—to study them all, weigh their qualities and their values, and be governed accordingly.

For such comparison must inevitably result in our favor—"Everyman's" Trousers break down all competition on account of their real values and sterling qualities.

Then, too, the broad guarantee of sound quality which we put behind each garment indicates the policy that has characterized our progress since the first day we began business.

We shall be glad to send samples and prices on request—and the prices will be as right as the garments.

Remember that our product creates and develops business for you.

DAVIS BROS., Hamilton, Ont.

Made in our sunlit, sanitary factory by highly skilled tailors—each a specialist.

A User of Waterproof Collars

and why he prefers

Challenge Brand

Only on Rare Occasions

It is only on rare occasions that a linen collar is of any service to the farmer. The distance he lives from town: the nature of his work and the long dusty drives that he must take when occasion calls for a collar make a linen collar practically out of the question. Yet the farmer of to-day is as neat and careful of his dress and appearance when going to a social, a convention or to town on business as is the average business man.

For this reason he favors the Challenge Brand Collars as the most satisfactory collar for him, because of its linen appearance without the disadvantage of wilting, chafing or quickly soiling—peculiar to the linen collar.

CHALLENGE BRAND "Arlington" Collars are popular with farmers, because in addition to their linen appearance they are always convenient; are easily and quickly cleaned with soap, water and sponge and they outwear any other collar, being made of stout material heavier than the ordinary waterproof collar.

CHALLENGE BRAND Collars are made in different grades to suit the requirements of your various customers. This gives you selling scope and your customers are pleased to find that you have just what they wanted, instead of having to go elsewhere or take something contrary to their desire. In the "**Challenge**" **Brand** you have six grades of various styles, ranging in price from 75c to $2.00 a dozen. A style and price for each customer.

Stock "Challenge" Brand and you won't have to turn sales away.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

WOLFE'S
M.I.C.
BRAND
NONE BETTER
(REG. TRADE MARK)

STANDS FOR

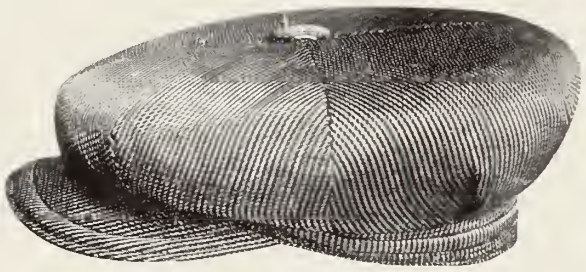
The highest quality in Canadian manufactured military equipment.

Embroidered and Metal Badges, Caps—Trench and Forage—for all ranks.

Non-Frayable Improved Spiral Puttees, Breeches and Sundries of all kinds sold under same, are proclaimed by militia authorities to be the best in Canada.

A. HARRY WOLFE, UNITY BUILDING MONTREAL, CAN.

ARMY AND NAVY CONTRACTOR *PRICE LIST ON REQUEST*



Styles of the moment

—styles that are going to be the talk of the cap world during the coming season—that's the kind you will find in our present showing.

There is a complete assortment of colors, shapes and trimmings, every one of which is a dependable seller.

We guarantee prompt deliveries during the entire season. Compare the Boston Cap with other lines selling at much higher prices.

Samples submitted

BOSTON CAP CO.
219 St. Lawrence Blvd. MONTREAL

PRICE TICKETS For Your Window

In any quantity and many designs.

Hand lettered, with your own prices.

Write for samples and prices.

BRUMBY-COLLINS
4 Gerrard Street West, Toronto, Ontario

Stopping an advertisement to save money is like stopping a clock to save time. Advertising is an insurance policy against forgetfulness—it compels people to think of you.

"If any advertisement interests you, tear it out now and place with letters to be answered."

TRADE W.G.R. MARK

The Golfer

The Country Club

The Golfer is our new 1916 model for outing wear, made with classy, long point collar and pleated pocket. It comes in a variety of materials and patterns as the illustration above shows. Prices range from $10.50 to $18.00 per dozen. Delivery, May 15.

The Country Club is a favorite hot-weather model, made with half or full sleeves. Prices from $9.00 to $15.00 per dozen.

We will be pleased to send a line of cards for your inspection.

The Williams, Greene & Rome Co., Limited

WAREHOUSES:

BERLIN, ONT.
Cor. Benton & St. George Sts.

WINNIPEG, MAN.
Cor. Donald & Cumberland Ave.

VANCOUVER, B.C.
324 Seymour Street

Are roomy, cool and comfortable.
Wide range of fabrics. Perfect fit.
Correct styles.
Peck's $1.00 Shirts
Coatless, be cool but to be sure you face the world properly clad, wear
Peck's $1.00 Shirts
In all fabrics
Peck's $1.00 Shirts

For Delivery After May 15th Fast-Colour Shirts to Retail at $1.00

A FORTUNATE purchase, made some time ago, has put us in possession of a limited quantity of good quality printed shirtings, fast-colour striped patterns in all the popular shades.

Delivery has just been made to us of these goods and we expect to have the first shirts from them ready for shipment by May 15th.

Shirts of this quality sold regularly at $10.50 per dozen, months ago, before recent advances in the cost of materials. It would be difficult to duplicate them, in the present market, even at a higher price. They are finished with either starched cuffs or soft double cuffs, boxed ¼ dozen to a size, assorted patterns, all white ground with coloured stripes.

We are giving our customers the benefit of our bargain, however, and pricing this line, as long as it lasts,

At $8.00 Per Dozen

Terms: Net 60 Days

No samples have yet been given to our travelers. The demand from customers who have been notified by mail and from buyers who have visited our factory promises to exhaust the supply in a few weeks.

While the material lasts, however, orders for limited quantities will be accepted for delivery at any time after May 15, at the above price.

Ask for No. 211-B

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

"If any advertisement interests you, tear it out now and place with letters to be answered."

HATCH

ONE-BUTTON UNION SUITS

IT is doubtful if we can supply the demand this year. The Hatch One-Button has taken hold beyond our expectations.

The same situation exists in regard to Velvetrib Interlock, the New Zimmerman Fabric. Two large dealers have taken a large proportion of the 1916 output.

We can only ask the forbearance of the trade, and assure our friends that we will be prepared to meet all demands for 1917 if orders are placed this Fall.

Hatch One-Button Union Suits are going to have the call in 1917. Advertising in Canadian papers and in American Magazines coming into Canada, such as the Saturday Evening Post, will create a big demand. Prepare for it.

Send for sample of Velvetrib Interlock, the new fabric for Spring and Fall underwear.

ZIMMERKNIT

ZIMMERMAN MANUFACTURING COMPANY, LIMITED
HAMILTON, CANADA

The Marne

a New W.G.R. Collar for Spring & Summer

It will be the Big Seller for this Season!

Light weight, roll front, coolness and comfort without sacrifice of style. Plenty of ease in front, high enough at back to show above the collar. ¼ sizes. $1.10 per doz.

SUPPOSE you mail us a Sample order of assorted sizes. We can ship immediately and our advertising will bring the demand to your store.

The Williams, Greene & Rome Company, Limited

WAREHOUSES:

BERLIN, ONT.
Cor. Benton & St George Sts.

WINNIPEG, MAN.
Cor. Donald & Cumberland Ave.

VANCOUVER, B.C.
324 Seymour Street

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

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World's Wool Supply Depleted ..... *Interview with manufacturers*

Everybody Wins—Both Customer and Dealer ..... *Special*

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MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.

Made-in-Canada

MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.

Allow Free Circulation.

$15.00 per Dozen Pairs

and IMMEDIATE Delivery.

WRITE FOR A SAMPLE DOZEN

The Extensiveness of MONARCH Organization stands to guard the interests of MONARCH Customers in this year of scarcity and consequent high prices.

Standard for Style, Quality and Workmanship

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED
MADE IN CANADA

DUNNVILLE, CANADA

M. 272.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, MAY, 1916 NO. 5

WHY STORES FAIL, AND HOW NOT TO FAIL

Philip Elliott, of Montreal, Gives His Views—Straight From the Shoulder They Are—You Perhaps Won't Agree With Everything, But Every Point is Worthy of Careful Thought.

By PHILIP ELLIOTT

OVERHEAD expenses, high cost of doing business, cause more wrecks in the men's wear business than anything else. For instance, some stores on St. Catherine street, Montreal, with 25 ft. or less frontage, are paying rentals of $4,000 a year and more. Their electric light bills cost more than $600 a year; then there are water and business taxes, telephone, and wages, and possibly $5,000 or more has been sunk in fixtures.

In the old days, a man was satisfied to start small and build his business up stone by stone. The late John Allan, one of the pioneers in the workingmen's-wear stores, started his business on a capital of less than $50, and built his business up, and at his death owned a chain of the finest stores in Canada.

Danger of Heavy Charges

When a small store is anchored with over $7,000 a year expenses right from the first day of doing business, that store is beaten before it starts. In boom time it might swing along for a short time, but eventually would go under. The store fails before it has time to build up a trade, whereas if expenses had been quarter this amount, the store would likely at least pay expenses, and slowly but surely build up a trade. But to start off doing a rushing business from the first day that you open shop is impossible. Remember, any trade that a new store gets is drawn away from other stores, and the average man is very conservative. Once he gets started going to one store, and gets well treated, it is very hard to get him to change stores.

I ran across a man a couple of years ago. He was on the eve of starting a gents' furnishing store on Blank street. This fellow had been in charge of the gents' department in various departmental stores. I let this fellow talk, and the plans that he had for his new store were wonderful. He was very strong on personality. He rated his personality A.1 at Lloyd's. He had all sorts of schemes up his sleeve. I bet my brother, who was with me, a dollar that this fellow would not last six months. I won, he was out in four months.

Cost of Doing Business

There are hundreds of gents' wear stores all over the country who are paying their way, making wages, and are doing no more than $7,000 a year business. They are getting along simply because their expenses are kept very low, whereas, on the other hand, the small store with $7,000 a year expenses would have to sell at least $35,000 a year, and then only clear expenses. It is claimed that the average cost of doing business in gents' furnishing stores is 25 per cent. If this is true, it simply means that the average store is selling half their stock at below cost. When it costs a man 25 per cent. to do business, it is time for him to get out, and get out quick.

Value of Windows

Your store windows, if handled and dressed properly, are your one best bet. Pay no attention to color schemes or other artistic nonsense—leave the art to the art galleries. Fill up every inch of your windows with goods. Mark prices on everything. Even if you have to put your whole stock in, fill up your windows, and change them at least once a week.

Never make, or show, a window filled with just one line of goods. Say, for instance, around the 17th of March you come out with a green window, everything green. To some men, in fact to many men, green is distasteful.

Have your windows so dressed that they will appeal to all men and not to a small proportion of them. Show everything you have got for sale.

A Lost Sale

A couple of years ago I had occasion to go to New York in a rush. I wasn't very long on clothes, and thought that I would invest in a high-class ready-made suit. I beat it to one of the high-grade chain clothing stores and looked into its one window—there was displayed one suit of clothes, a "Shepherd's plaid," a couple of walking-sticks, and a pair or two of yellow chamois gloves—a whole lot of background, plush draperies, etc. Now it so happens that there is nothing in the world that I detest more than shepherd's plaid clothes; second, I hate canes; thirdly, I have no use for chamois sissy gloves. I turned right around, and did without a suit. Now, if this window had shown a variety of clothes, I would have likely passed over this plaid, and something else would have caught my eye.

An Accusation Regarding Ties

Neckwear, cravats, or plain ties, call them what you will, is the worst stock a gents' store has to handle; every store from one end of the country to the other is weighted down with ties, and are buying more all the time. There is no end to ties—and here again the manufacturers don't give the retailer a square deal. For instance, I buy a range of ties at $4.25 a doz., other retailers all over the country buy at the same price—and then a few days after we have them in stock, a big advertisement appears in the newspapers. A departmental store is selling 5,000 50-cent ties at 19 cents. It simply means that your tie manufacturer has sold 400 dozen ties to this firm at $1.50 a dozen, ties that cost you a few weeks before, $4.25.

The average tie is a trade killed. I have seen dozens of 50-cent ties that have been worn once and were in rags, all pulled to bits. I have a 75-cent tie around my neck now. I have worn it only three times and the silk is split already. Knitted ties wear well, but they stretch all over the room. After wearing one a week you can use it for a clothes-line. Why can't some man invent an all-one-piece woven unstretchable tie, on same principle as Summer tubular ties, only in flowing end, and other wide shapes? Any tie made of cloth cut on a bias is not worth anything.

1513 Vacant Stores in Montreal

According to official post office reports (Mr Garboury, Feb. 10, 1916) there are at present 1513 empty stores in Montreal, and I understand that rents of stores are being slashed right and left. You can rent a vacant store now at about one-quarter 1913 rental, but would likely be only able to get a short lease at these terms, which means that when the boom hits us again, all these stores will be filled up, and away will go rentals up to the sky.

Time to Start Business is Now

If a man can secure a store with a small rental with a ten-year lease, the time to start is now. Over one-half of the gent stores that were in business two years ago are now closed up. We have lost any amount of men through enlistment, but the amount of stores that have gone under could have catered to double the amount of men that we are sending to the front. We have less men, but we have far fewer stores now than in 1913.

Canada is not going out of business; we have a wonderful future before us. Did you ever watch the stock market? Sometimes when everything is on the boom stocks will start to slump. The stock market is a wise old owl. It sees far ahead. And another time when we are in the depths of depression, the stock market will start to boom; it sees good times ahead. Good times are coming; in fact, are here now. Most of our factories are going full blast, our railroads are doing record business. True, real estate is dead and there is no building going on, but war or no war, that real estate bubble would have burst anyway. In fact, it was busted before the war started.

The Winter of 1913-14 was a heart-breaker for business, and business during the winter of 1915-16 was far better than 1913-14. There were more men out of work during the Winter before the war than the entire amount of men who have enlisted so far for the war.

Buy Small and Buy Often

Carry the minimum of stock, buy often. Successful modern business is done with small stocks and large turnover. Buy every day, if need be. Let the jobber, wholesaler and manufacturer carry heavy stocks; they have more capital than you. You never can gauge one season's business from another one. Don't let salesmen stock you too full—if you have lots of money, then go ahead and buy everything in sight. But, goods might advance a little, and if you are not flush with money take a chance of raising prices, rather than put yourself in a hole.

On Departmental Stores

Take the mail-order business away from the large departmental stores, and half of them would have to go out of business. Even in our largest cities these large stores could not exist with only the local trade to draw from, as they can only get their share of the trade in their home city. They are in the same position as a wholesale dry goods firm. If its trade was limited to the city that it had its headquarters in, how long would it last?

The weak point in departmental stores is *salesmanship.* They have all sorts of systems, $10,000 a year managers, sub-managers, pompous shop walkers, private detectives, male and female; in fact, over half the staff are working on detail work—the rest are sales ladies and salesmen. Surely a bright, smart girl is not going to be content to work as a saleslady at $5 per week when she can get as high as $20 per week as a stenographer. A smart, bright young man is not going to be content to stick around clerking in a department store on small wages. Some so-called commercial travellers on the road selling dead-easy lines get $40 per week and more. Why should a smart young man have all the drudgery of retail salesmanship at $12 per week? And, mind you, the whole success of a store depends on the salespeople. Not one customer in a thousand will report inattention or rudeness on the part of a salesperson; and the whole fabric of a giant organization is at the mercy of under-paid salespeople.

Retail salesmanship is far harder than drummer salesmanship. A commercial traveller sells goods to experts who know values, whereas the poor retail clerk has to sell to people who don't know the first thing about values. It is much harder to be a good retail salesman than it is to become a successful drummer.

A Word on Branded Advertised Goods

I tried a little experiment the past few weeks. I wanted to find out how many men out of a hundred asked for branded advertised goods.

Two men out of 100 asked for branded overalls, one man asked for branded underwear, and none asked for branded shirts, collars and braces. These men simply came into my store and asked for overalls, underwear, shirts, collars and braces, and only three customers out of 500 stipulated known brands.

I mention this to show what little pulling power newspaper advertising has on the men's trade. It goes to show that it is the store-keeper who can make or break a line of goods, and if the manufacturer advertised only in trade journals and got the dealers friendly to their goods, it would do them more good than all the newspaper advertising in the world.

If every dealer in Canada refused to keep a certain line of goods, all the advertisements in the world would not sell any of these goods. And if all the clerks got sore on any certain line of goods, they could run it right off the market just by simply not showing these goods or trying to sell them.

"Arch" Moir, Ltd., is the new name for Allan's, the Upstairs Clothes Store of Montreal. There is no change in the management, merely a readjustment and alteration in name.

A Bit of Window Trimming Art

For those who have window space in abundance, this trim, arranged in one of Eastern Canada's largest stores, will offer useful suggestions. It has about it the Easter flavor—a freshness, a newness, a largeness. True, not many lines are shown, and these few without price cards. It is not, indeed, a selling window in the direct sense, but a bit of window-trimming art. Undoubtedly as such it must have commanded the attention of many, and have caused many to think still more highly of the store.

Those whose window space is unfortunately limited—and such is the general case—might profitably study the central figure, for it could be used effectively in tie, shirt or collar windows, arranged in very limited space, or in connection with trims displaying a variety of lines.

GOING OUT AFTER CLOTHING BUSINESS

With Swatches in Pocket, Messrs. Hay & McCarthy Call Upon Their Friends—Use the Telephone, Too, And Are Great Believers in the Personal Letter — This Brings Fine Results

THE value of knowing people. Men's wear dealers find it almost impossible to overestimate this. Perhaps, however, the ability to "get to know people" is still more valuable for a dealer, or for a clerk who contemplates going into business for himself.

This point was brought home to Mr. Hay, of Hay & McCarthy, Queen St. W., Toronto, when he was a very young man in Montreal. It has been borne in mind ever since, and is the one factor, Mr. Hay admits, which has helped perhaps, more than anything else, in building up a fine clothing business at a time like the present, when the prospects for young men's clothing and middle aged men's clothing too, are greatly reduced.

A Hotel Clerk Showed the Way

Here is how Mr. Hay learned his lesson:

When he was just "Billy" Hay, he used to be a runner of more than local note—this a fairly accurate memory of what featured the sporting pages some years ago brings to mind—and went frequently to New York with athletic teams from Montreal.

On one of these trips the team was staying at the Cumberland Hotel. The track meet was over and the team was about to take train. Mr. Hay—Billy Hay—picked up his grip and started off after his friends, when he heard someone behind cry out—"Good-by Mr. Hay."

Turning, Mr. Hay saw the clerk waving him a good-by, and he admits that it made a mighty favorable impression upon him. To be known by the hotel clerk certainly does make one feel more at home.

Speaking of this instance, Mr. Hay admits that he now realizes that clerk was just playing the game. He says though he was playing it right, and his farewell made an impression which has resulted in Mr. Hay's going to the Cumberland ever since, when in New York.

It is this idea of making people feel at home which has been seized upon by these two young men, and it has helped very materially in building up their clothing business.

Using the Quiet Hours

There is nothing haphazard in the methods employed in getting this trade, however, and since, in a year like the present this is a department which needs the most aggressive work, the schemes of these young men will be very worth while reciting.

In the first place, the old adage that "If Mahomet will not come to the mountain the mountain will go to Mahomet" has been followed. There are hours in every store, perhaps, when things are rather quiet—when there is nothing much to do after the rearranging stock, getting accounts into shape, trimming windows, etc. Messrs Hay & McCarthy were of the opinion that if they were to make the most possible out of their business they would have to employ those spare afternoons, and they started going out among their friends, always putting in their pockets two or three swatches of samples.

The matter could be worked in several ways. One of the partners had to go down town to see a friend about a business matter—He would conclude his business and then frankly tell the man—who, of course knew him to be in the clothing business—that Hay & McCarthy would appreciate an order any time this man wanted a suit of clothes—that in fact, he would like this man to look over some of their materials at once and see if anything appealed to him.

Many sales resulted in this way.

Orders Taken in Offices

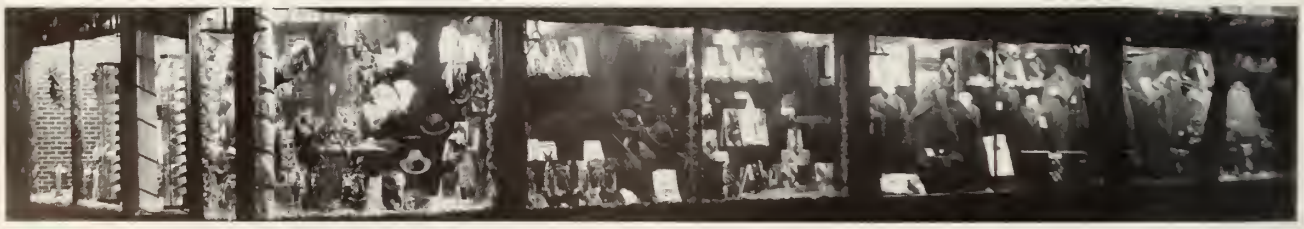
Other times some friend would be visited in his place of business. No beating about the bush was done at all. The object of the call was stated, and in a number of cases measurements for the suit were taken right there. In more cases the prospect was interested. and made an appointment to drop in at the store to see the full range of cloths carried and to get measured, after making his careful selection.

There is a little more to this method of going out after the business than has been evidenced. Hay & McCarthy keep a card index of their customers. Every man as he comes into the store to make any kind of a purchase, will drop some information, and if the subject of clothing is brought up he will probably say, "Oh I will not be able to get a suit I think, for a month yet." Or he may remark, "Yes, I will have to be looking around after something in April." Now this is the point which goes down upon the card, and looking over these at the commencement of the week, information is secured at once of friends of the firm, or customers of the firm, who would be likely to consider seriously the question of buying a suit at the particular season.

Keeping such a card index as this pretty well assures the man who is working outside of a cordial reception, and of a prospect who is in the right mood to place a suit order.

Sell Suits by Phone

There are times, it will be readily understood, when such outside work as this is impossible. To go out and



Some idea of the splendid window space available is here given—and also can be gathered the use to which these windows are put. Whenever at all possible each window is retrimmed each week.

make two or three calls will require the greater part of an afternoon. Such time is not always available. A few minutes, however, suffice to make a call over the telephone, and this instrument is used continually by Hay & McCarthy.

Here too the card index comes into regular use. Indeed, hardly ever is a prospect called up that his card is not first consulted. It is in fact upon glancing over these cards that the ideas of who to call on are received.

By these telephone calls too, a number of men are drawn to the store. In these cases also they are told frankly what Hay & McCarthy are phoning about. Mr. Hay, for instance. may say—after introducing himself—that he remembers Mr. ——— was saying a little time ago, when in the store, that about April he would probably be in a position to buy a suit. "Now Mr. ——— we have our new Spring samples in and would appreciate very much an opportunity of showing you these. Then might follow some little discussion about the styles and about the particular line of clothes which Mr. Hay and Mr. McCarthy were advocating.

See the results there.

How Customer is Impressed

Mr. ——— is impressed by two or three things.

First he is impressed with a feeling of pleasure that his casual remark was remembered by this firm.

It makes him just a little bit chesty that his words linger in others minds like that.

Then he is impressed with the thought that here is a firm which is out after the business, and which is doing business along up-to-date lines. That line of thought will lead him to feel that it is a firm he would like to give his business to. Undoubtedly people nowadays enjoy doing business with firms which are progressive. They feel, perhaps, that the very fact of their progressiveness in selling indicates progressiveness in buying, and means that the merchant can give values which will hardly be bettered elsewhere.

Another scheme which is used extensively by this firm to secure bigger clothing business is the personal letter.

The Personal Letter

Again the card index comes into use. As this is run over certain names will be jotted down as probable buyers of clothing at the present period. Some will be seen personally. Others will be called up by telephone, but there will be others still whom it is hard to see because they work perhaps in factories in the day time, and whom it is difficult to get by phone for various reasons—perhaps because when they are at home the members of the firm are so busy they can hardly take time for a phone call—perhaps because there is no telephone in the prospects' home.

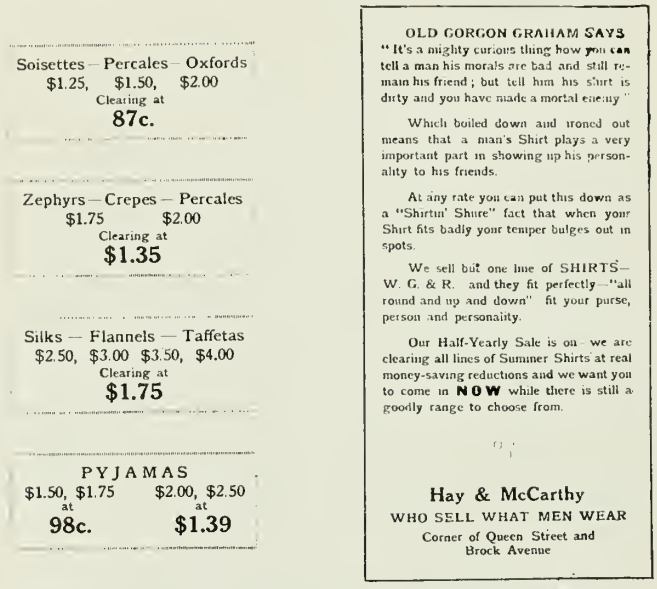
What is done then is simply to send a personal letter to these men. It does not begin "Dear Sir." It makes a direct appeal and starts off something after this fashion: "Dear Mr. Johnston—You may remember examining some of our clothing models when last year in the store, and then we gathered from what you said that you would probably be purchasing a suit about this time." The letter would then go on and ask Mr. Johnston to drop in to see what Hay and McCarthy had to sell.

Here again the recipient would be flattered—flattered perhaps is not the right word, but he would be pleased, unquestionably, to receive the attention of a personal note; to learn that his remarks were remembered; and to realize that his patronage was appreciated.

The result—well many times letters of this kind have resulted in the man dropping in and placing his order.

These letters are especially good in stimulating business in ready-made clothes, since they are sent more especially to the mechanics, and a mechanic is particularly partial to a suit which he can try on, find his fit, and wear away with him.

Besides this direct letter system, Hay & McCarthy do a good deal of circularizing. About once in six weeks, sometimes oftener—it depends upon what they have to offer—a circular is prepared. It is sent out to a specially selected list—a list which, when the firm opened in its present stand, was acquired from the directory and the telephone book, but which as time has passed has been revised by the addition of names of men who have purchased in the store, and the striking off of names which sad experience has proved are the names of poor prospects.


Soisettes — Percales — Oxfords
$1.25, $1.50, $2.00
Clearing at
87c.
Zephyrs — Crepes — Percales
$1.75 $2.00
Clearing at
$1.35
Silks — Flannels — Taffetas
$2.50, $3.00 $3.50, $4.00
Clearing at
$1.75
PYJAMAS
$1.50, $1.75 at 98c.
$2.00, $2.50 at $1.39
OLD GORGON GRAHAM SAYS
"It's a mighty curious thing how you can tell a man his morals are bad and still remain his friend; but tell him his shirt is dirty and you have made a mortal enemy."
Which boiled down and ironed out means that a man's Shirt plays a very important part in showing up his personality to his friends.
At any rate you can put this down as a "Shirtin' Shure" fact that when your Shirt fits badly your temper bulges out in spots.
We sell but one line of SHIRTS—W. G. & R. and they fit perfectly—"all round and up and down" fit your purse, person and personality.
Our Half-Yearly Sale is on—we are clearing all lines of Summer Shirts at real money-saving reductions and we want you to come in NOW while there is still a goodly range to choose from.
Hay & McCarthy
WHO SELL WHAT MEN WEAR
Corner of Queen Street and Brock Avenue

Reproduction of circular sent out by Hay and McCarthy to boom shirt sales. On the front was handsome color design, such as can readily be purchased for a small amount, showing a young man in a new shirt. The inside, with its proper border, of course, looked better balanced than does the reproduction here. The circular brought abundant returns.

The work of preparing this circular matter is made somewhat heavier by the discovery that the same circular will not do for all the stores customers. Many will know that this store stands at the corner of Brock Ave. and Queen St., fairly near the dividing line between a residential and a workingman's district. To the south is Parkdale, where people of at least moderate means live. To the north is a section wherein are many boarding houses, and wherein are mechanics and people whose earning powers are not quite so great. Though in these days of war orders and war wage, their earnings are by no means small. Now one class of circular does not satisfy the two classes of readers. This has been found the case by experience, and always two circulars are prepared, each in the particular style which is known to appeal to the class of readers to which it goes. The lists. of course, are now divided into two sections, so the two circulars can be sent out without any great additional labor.

In all these ways business has been kept moving along nicely. Splendid windows, which are available, have, of course, been worked to the fullest. So large are they that it has not been necessary to limit the space given to any one line, and clothing has been played up prominently. This is a year when many splendid prospects are wearing khaki, and this store has worked every agency which would tend to hold up the clothing business in spite of this handicap. The plans adopted have brought gratifying results—they might well be adopted.

FROM SILK WORM TO CRAVAT SILK

The Life Story Behind the Many Silk Lines Sold in Men's Wear Stores Outlined — A Chinese Princess Was Founder of the Industy Many, Many Years Ago —How the Silk is Weighted

THE silk worm it seems is an extremist. It does nothing in moderation. The sleep which it requires is taken in six lumps. All the rest of its life it eats—and then going into a comatose state it begins its work and once started working does only that until the task completed, it emerges a moth, or else is absolutely killed by the eager seekers after the silk, which in its working days the silk worm has manufactured.

In accordance with a plan to describe in each issue the process of manufacture of some line extensively sold in the men's wear stores, there was mapped out for preparation an article dealing with the production of ties—a line which will be certainly in demand this month. On going into the question, however, the actual construction of the silk, from which these ties are made, and from which are made mufflers and many other lines sold in the men's wear stores, seemed so particularly interesting that it has been determined to deal largely with this phase, and leave a consideration of the cutting and shaping of the silk into the four-in-hand, Derby and batwings, for some later issue.

Knowledge Worth Passing On

This information on the work of the silk worm, and its human attendants, should make all feel greater respect for any article of apparel in which this product forms a part. It will give dealers and clerks that information on their stock which will enable their dropping many an interesting comment to customers. It will, moreover, give a wider vision of the world's work—a vision which, perhaps, will make seem more worth while a place as distributor of such wonderfully made products.

Sometimes there appears in the magazines, articles dealing with the tremendous advances which have been made during the past century. The development has indeed been wonderful, but the consideration of silk brings to mind the fact that in the old, old days there were people who had the power of close observation, and who could turn Nature's work to the benefit of mankind.

The original home of the silkworm was China, the ancestors of the worms who laid the foundation for the tie you have on, first having come under there, an indefinitely long period ago, the date supposed to be from three to four thousand years B.C.

Now there lived in China at that time a princess by name Shi-Kai. Like other princesses since her day, she was attracted by the beautiful—especially by anything beautiful which could be worn. Watching the silkworms making cocoons, this princess conceived the idea of having thread made from the fibre spun by these silkworms, and of having this thread made up into cloth.

Her scheme once suggested was naturally acted upon, and there developed in China a great industry in this line, an industry which was limited by royal decree, the exportation of silk being prohibited.

Greek Priests and Their Bamboo Canes

It was not indeed, until about 500 A.D., that some Greek monks smuggled cocoons out of China in bamboo staffs which they carried. These cocoons they took to Constantinople, where the cultivation of the silkworm first started in Europe.

Ever since that day there has been a development in the industry—new methods of handling the product which the silkworm manufactured, and new methods in hatching the eggs. The great change, however, came at the commencement of the 19th century, when dyers discovered that silk would absorb pro-salts of tin, and pro-salts of iron. These gave weight to the silk, and enabled the values to be so reduced that silk became a possibility as wearing apparel for others than the very wealthy.

As a matter of actual fact the pure silk would have been a good buy for anyone who wanted to be economical in dress. It is practically indestructible. It is a fact, for instance, that the coolies—the working-class in China, who earn two or three cents a day—buy a suit of pure silk. The suit lasts a lifetime, and is one of the assets about which the residuary legatees doubtless have trouble.

However, the world as it is constituted at present, is a mighty strange place, and there are a number of people in it who would not want any one garment to last a lifetime. If they did, the condition of the men's wear dealers would be harder than at present. And so the longevity of the pure silk is not altogether an advantage, and silk fabric, made from the pure silk, plus the salts of tin and salts of iron, is very much in demand. Silk can be secured for $1 a yard after it has been treated in this way, which, if made entirely of silk, would cost $5.

Danger of the Weighting

If one were to examine a silk tie—or any piece of silk under a microscope, the threads would be seen as surrounded by particles of tin or iron. It is these which give weight to the silk. It is also these which cause it to go to pieces, for if too much of the metal is added, it makes the fabric cut—almost split—very readily.

In Asia, two silk crops are usually secured during the year, whereas in Europe, as a general thing, one crop is all that is possible. Even where there are two crops obtained, the Summer crop is the better, this being due to finer feeding conditions for the worm, and more suitable climatic conditions.

At the start of the season the eggs which were secured from the former stock—if that term may be applied to silkworms—are hatched out. This hatching process is simply one of heat application. It may be done by natural means or by artificial. The worms once hatched, are arranged on large tables, and to them are brought mulberry leaves. The better the leaf, the better the worm will do later on, and there is great work in getting a supply of these leaves. In many countries women work largely at this part of the industry. They have to take great care also, for the worm, if touched, is very liable to die.

Peasants Vacate Homes for the Worm

Of course this is a mere outline of the industry—for it is an industry. To make the work more clear it should be said that there are many large concerns raising silkworms. What are known as Magnaneries are built—structures prepared entirely for the growing of silkworms. These are kept at a temperature of 70 degrees Fahrenheit during the life of the silk worm.

On the other hand, silkworms are grown by the peasants—and these gladly give up such houses as they have to the wealth-producing insect. For the eight weeks in which the silkworm lives, indeed the peasants camp outside, and never do they fail to have on hand an ample supply of mulberry leaves.

On first consideration it would seem an easy job to feed silkworms, but when one learns that one ounce of cocoon eggs will breed 40,000 silkworms, the task assumes larger proportions.

A Truly Wonderful Eater

There are two or three things to bear in mind, too. While the silkworm lives only eight weeks, he sleeps during this time only six periods of three days each, which leaves him thirty-eight days for eating, and during that time he does nothing but eat—as was said earlier, the silkworm is an extremist. He is said to be the most voracious of all the animal kingdom—not excepting even the small boy. He eats, in fact, 9,000 times his own weight during his exceedingly short life.

No wonder the silkworm dies young. The eating, however, is to some purpose, for going into the cocoon, the silkworm at once starts to spin, throwing out threads through the spinerats, which is the technical word for the two nostrils.

Now there are many kinds of silk in its raw state—as many kinds of silk as of tobacco, for instance, but as with tobacco it takes an expert to discriminate. In a general way, though, it may be said that what determines the quality is evenness of thread, resilience, elasticity and lustre. The lustre is largely a matter of locality—whence the silk came—and in a general way may be put in the following order: 1. The highest grades of Chinese silks. 2. Italian. 3. Assyrian. 4. Japanese. 5. Indian. The Canton silk comes last as regards the quality.

What gives to silk its great strength, of course, is the continuity of the fibre.

Whereas the finest wool fibre will only be about 24" in length, silk fibre will run 500 yards in length.

Moth Must be Killed

But to see that it secures this length, great care has to be taken. If the cocoon is left alone until the moth comes out, the silk shroud, which is made from a continuous fibre, will be broken and no long strands can be secured. As a result, steps have to be taken to prevent the development of the moth. Of course sufficient are allowed to come to maturity to ensure the laying of an abundant supply of the valuable eggs. The cocoons from which these moths are hatched, also are used, but the silk secured is of low value. These cocoons are thrown into carding machines and threads of fibre secured, which run only from 2 to 4 inches in length. Inferior qualities of silk may be made from this Shappe, as it is called, such as would be good for linings—certain qualities of foulards, crepe de chene and tamoline. The Shappe ranges in value from $1.25 to $2.00 per pound.

The great majority of the cocoons, however, are steamed when they reach a certain stage of development, and in this way the danger of moth breaking out is overcome.

After this step has been taken, the cocoons are put in water below the boiling temperature which brings them to such a state as to enable women to unravel the fibre.

Great Length of Silk Strands

As was said the silk strands are 500 yards in length sometimes. This is far from being an exaggeration—is indeed an understatement of the facts. The fibre, as it comes off the cocoon regularly measures about 4,000 yards in length, but of this entire length only some 500 or 600 yards in the centre is strong enough to be wound.

The women who unravel the cocoons develop an exceedingly fine sense of touch. They proceed very carefully, throwing away the silk bit by bit, and when they come to fibre which they know to be strong enough, they drop the cocoon into water, and lead the strong strand to which they have come over a bobbin and on to a spool.

These fibres are so very fine that they cannot be seen by the naked eye, but as the spool winds them up, the cocoon in the water will bob up and down, by a continuance of the bobbing the women in charge can tell when the fibre has been broken. This is where the greatest care must be used, since, because of the excessive fineness of these fibres, it is necessary to put 10 to 12 or more of them together to make a single silk thread known as grege. If one fibre is seen to be broken, it must be reconnected with the others, the same number of fibres always being kept going on to the spool. Thus is the thread given its uniformity and great strength.

The Next Process

This grege is sent to the "throsters," who make what is commercially known as "trame," which is used for "filling" or "organzine," etc. This may be used for the warp. The throsters are not confined to Europe. As a matter of fact many are engaged in this work in the United States since the grege silk comes in free of duty as raw material, and the trame and organzine would be admitted only upon the payment of 35%. The same duty, of course, applies in Canada.

After this process has been completed the silk goes to the dyers and is dyed according to the manufacturer's instructions, and is weighted by the addition of the salts of tin or iron—from pari—which means weight for weight—or by the application of so much metal as to increase the weight to perhaps 500%.

Chinese Silk Unchanged

All European silks are weighted. In China, however, some are to be secured which have not been treated in this way at all. China, indeed, the originator of the silk manufacture, turns out splendid silks—and some very cheap silk too. Silk from the fine Chinese European Filature to the Carton and Tsalee.

It is from China that the raw silk comes which is being used in the manufacture of silk suits for men. This is made not from cultivated, but from wild silk worms which are plentiful in the Shantung Province.

The silk once weighted it is either warped or wound, according to the purpose which it has to serve—then to the loom to be woven into the fabric from which ties, handkerchiefs, silk linings, mufflers and other high-class articles of apparel are manufactured.

NECKWEAR IN THE STATES

The manufacturers in the United States, of course, are face to face with the same problem as the Canadian. One association of neckwear makers has recommended to its members that all scarfs sold at $4.25 to $4.50 per dozen, according to detail of manufacture, and intended to be retailed at fifty cents apiece, be so cut as not to require more than ninety-six inches to the dozen, and the goods used in these scarfs not to exceed eighty-five cents per yard. Similar notices have been sent to several outside associations as a suggestion.

A number of New York manufacturers recently declared in favor of a reduction in the size of the scarf as the only solution of the problem. One firm will cut its neckwear on the basis of ninety-three inches instead of ninety-six.

Reports from the States indicate that the odd prices are being used to a considerable extent over there, although no one has ventured, so far as we know, to follow their example in Canada. Instead of confining themselves to the usual 25c, 50c and $1.00 lines, they are fixing their prices according to qualities—and cost—and figures such as 35c, 65c and 85c are seen in the windows and even the odd numbers such as 39 cents.

FINE FEATHERS AND FINE BIRDS

No Immediate Sales in Sight, So Dealers' Interest and Courtesy Lagged — Big Order From a Returned Soldier Lost in Consequence—A Real Moral Here.

An actual experience told in story form.

DAN and I were sitting over our pipes holding a little confab of the reunion variety, while he told me all about the war. I asked him how it felt to be in "civvies" and with his neck in the collar again—meaning the work collar.

"Fine," he said, and chuckled; started to speak; hesitated and pulled up.

"Yes?" I said, inquiringly.

"Oh, nothing much, only there's a little story with these 'civvies,' and he glanced down at the suit he wore."

"Fire away," I said.

"Oh nothing much," he said, "only there's a little story with these 'civvies'" and he glanced down at the suit he wore.

He smiled reminiscently, crossed his legs and settled back in the big chair in an abandoned luxuriousness that spoke volumes for his enjoyment of the soft things of life.

Got Right in Harness

"As soon as I got my discharge I grabbed my sample case with the old firm and started out as eager as a pointer pup to be at work again. They gave me Montreal and the Maritimes for my territory and I started out by calling on all the first-class Montreal men's wear stores that seemed good prospects for the line of specialties that we sell.

"I added to the information the house had given me with my list of calls by scanning the newspapers for the men's wear ads., so as to get a better idea of my prospective customers and perhaps pick up a few talking points with which to interest them in my goods. One store in particular gave every newspaper indication of being what I sought. I put it at the top of my list from the point of view of possibilities, it being a firm that advertised three stores in the choicest shopping sections.

By chance I called on the main store first. I was met at the door by an effusive clerk. "What can I do for you to-day?"

Dollars Only Welcome

I introduced myself and informed him. His pleasant air fell away like a mask and exposed an air of pained annoyance. "You'd better see Mr. ——," he said curtly, naming the head of the firm. I thought so, too, and asked that he be sent for.

Can't Do Anything

He met me in the middle of the floor and took my introductory words out of my mouth. "I can't do anything for you."

He did not exactly throw me out of the store, you understand, but he did refuse to give me common courtesy.

Expensive Discourtesy

Now there was no rush of customers that morning and a little consideration would not have been out of order, even though the business of the store was such that they had no business for me at that time. That man could have just as easily told me politely that there was nothing doing and switched on to something else in such a way that I could have made my exit gracefully instead of becoming the object of a snub. Further. this firm was spending a lot of money in advertising so as to get people in the store and they had a nice-looking one with a good display of goods. Now, that advertising for which they were spending their good, hard dollars, had been the means of attracting me to the store as much as any other information I had on them.

Now, I was a man. I wear hats, suits and shoes. I was a possible customer for the goods they dealt in, and last of all, I actually was a customer. I had two hundred big iron men in my jeans that were burning a hole in them—the jeans. They constituted my sinking fund for some badly needed clothes.

My original intention had been to do my buying at this store if they had the good their ads. promised. They had the goods, but not the courtesy—not the pure dyed-in-the-wool courtesy, but merely a superficial imitation.

An Experiment in Salesmanship

Out of curiosity I called at the other two stores, coldly critical by this time and curious. Of course I knew I could not sell my goods in the branch stores. I was not disappointed. I was met by the same effusive rush of lackeyism in each case and turned away by their evident disapprobation at my errand which promised to them on the face of it no material gain in dollars and cents. In no case did I mention my contemplated purchases. I was saving that as a reward—not as a bludgeon.

"He did not exactly throw me out of the store, you understand, but he did refuse to give me common courtesy"

Give and Take

The result was that I got my clothes elsewhere. I divided that $200 amongst half a dozen stores, from some of which I got no business, but from whom I did receive true courtesy that was of value to my self-esteem. It went against my inclination to do so. I considered that the other firm had the best store and the best stock. But I played the game of give and take.

All Round Co-Operation

I told the head of the house about this and he told me that there is more direct loss to the trade due to the general application of such negative merchandising than to any other single cause. Manufacturers spend fortunes in advertising a brand: the retailer invests his capital in the stock, in an expensively fitted store with a fancy front and in co-operative advertising that links his store up with the manufacturer's name. And then he often neglects the human element in his dealings with his clerks and his customers. He fails to develop each clerk up to the limit of his selling power by encouraging him along the natural lines peculiar to every man: and each customer up to the limit of his buying powers by remembering that every man who enters his store, however poorly clad and whatever his errand, is a potential wearer of the garments that he sells."

Dan paused, begged a match to rekindle his pipe, and apologized for talking shop—or something akin to shop. His apology, however, went unheeded, for my comment started him again; and again, in response, I felt called to state my opinion.

Soon we were off along the alluring, imaginary trail—discussing the days when we could raise sufficient capital to enter business for ourselves.

"Yes," said Dan, eagerly, "and we'll treat people right. We won't lick any man's boots—they don't want them licked for one thing—but if a man comes in to get an address from our telephone book, you bet he'll get it, and a pleasant word too. If he wants to leave a parcel for a few minutes. he'll be made to feel that parcel and he, himself, are mighty welcome any time."

SELLING SCHEMES WORTH IMITATING

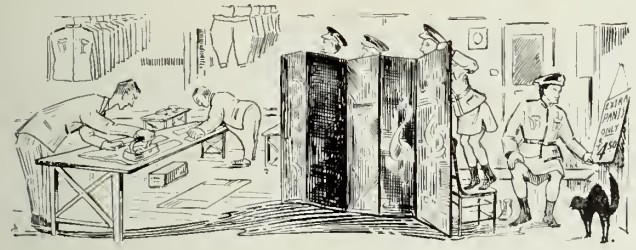
Methods by Which Dealers Are Winning Attention of Customers, Thus Building For Larger Prestige and Larger Future Sales.

A NEW APPEAL IS MADE to the soldiers by Ungar's. In its advertising in the Halifax daily paper this firm asks,

"Who is not proud of his khaki uniform to-day?"

With this as the commencement it is pointed out that the uniform is worth keeping clean and fresh, and that Ungar's specialize in French dry cleaning of officer's and men's uniform's, making a particular price for the work of $1. The orders, it is further stated, are rushed.

Now of late a number of men's wear dealers have been adding a pressing department, and state that these not only enable them to keep busy in the off hours, but also bring people to their store and lead these people to see articles for which they feel the need and which they purchase.



They sit behind a screen while certain parts of their uniform are treated.

The appeal to soldiers, however, is an application of this idea not formally made. It means the soldiers will drop into the store. Often perhaps, they will sit behind a screen while certain parts of their uniform are treated, for it is frequently a case of one uniform to a man. While in this waiting posture they certainly should be in the mood to consider the purchase of an extra pair of trousers. This, of course, applies more to the men. The officers have extra uniforms.

When waiting for his uniform, or when bringing them to or securing them from the store the soldier is also brought face to face with many lines being offered to satisfy his needs, and there is no question that this pressing of uniforms helps materially in building up the trade, in military accessories.

W. A. McCullough, Toronto, appreciates the value of the store front—so much so, indeed, that he is making not only his windows work, but the light in the door itself. The door of his store is about 3 ft. wide, but it has a splendid oval glass, and by arranging a wooden ledge at the bottom of this upon the inside, it is possible to make here an effective unit trim. When one of Men's Wear Review's staff passed the other day, Mr. McCullough had shirts and some accessories shown here very effectively. The unusualness of a trim in this position commands attention. As one approached to open the door, that trim fairly strikes one between the eyes. It simply must be looked at.

If Frank Stollery, the well-known Toronto men's wear dealer is not arrested for speeding this Summer it will be a wonder. He has invested in a car, which is dangerous in itself; but he is attempting to make the car pay for itself and a little bit more, and here is where the danger of exceeding the speed limit grows very large, Mr. Stollery—or Frank, as he is pretty generally called—has an exceedingly wide acquaintance in Toronto, and he is getting right out among these friends, and selling the product of a high-class manufacturing tailoring company. Swatches are taken along on each call. but measurements are not always taken, a frequent arrangement is to get the man's business, and then get him to jump into the car and be whirled down to the manufacturing concern itself, where the styles are decided upon and the tape line used.

There might, of course, be a little danger in this—that is the customer might get the habit of going to the manufacturing concern himself; so that no profit on future sales would go to the dealer. Mr. Stollery, however, does not apparently fear this, basing his confidence on two things—on his own ability to hold the business of his friends, by giving them good advice and good value, and on the business integrity of the particular house he deals with.

Hat Service

Max Beauvais, of Montreal, calls the attention of hat customers to the fact that a hat must be bent and adjusted from the ends and not the sides if its shape is to be preserved, a fact that nine out of ten men are ignorant of or disregard if they are aware of it.

Collars, Ties and Starch

This firm also calls attention to a fact that is more generally known than the other: namely, the advisability of smoothing the scratchy edges of a collar by rolling a lead pencil or other smooth object over them so as to avoid any chafing of the neck or tearing of the tie by the fine saw-like edge of the top of the collar or the underside edges of the fold over in front.

"Arch" Moir of Montreal, who specializes in fifteen dollar suits—which by the way are eighteen in these days and sell just as readily at that—strikes an original note in all his advertising, window, newspaper and by word of mouth. He claims to sell suits at a reduced price because he is doing an upstair business by which he cuts overhead cost in two. But he does not say "Here is a $25 suit for $15," but rather "I give you $10." The windows are full of cards to that effect, striking the original fact of a definite saving or gift of a definite amount rather than a mere statement of giving better value.

The J. De Villers Sales Co. of Montreal, use a combined inventory, price and sales slip that materially reduces the expenditure of time and simplifies accounts. Each article in stock has attached to it a slip bearing date when it went into stock, the special number of the lot, the size, the cost and selling price. As soon as a sale is made the ticket is filed thus eliminating error and avoiding the necessity of using valuable time in rush periods for the clerical work of making out sales slips, etc. This scheme checks sales, discovers dead lines and cuts down stocks.

Romaines, in Montreal, is a hat shop pure and simple—anything else that is carried there is on sufferance as a side line. So when a hat is sold, one hat tip goes with it, willy-nilly. It is this, the customer is gently reminded of a fact that a surprising number are ignorant of, namely that there is just one way to brush or stroke a hat, from left to right with the lay of the fur and that any other method of procedure will most certainly break the nap and give the hat a file-like surface.

Newspaper Co-operation

Montreal merchants have induced the newspapers to co-operate with them to the extent of running ads urging people to hold a national Dress Up Day and thus encourage sales.

SUBSCRIBER SUGGESTS EXCHANGE OF VIEWS ON WINDOW TRIMS

Finds Fault With Too Elaborate Background and Wants to Learn Opinions of Others—Claims Such Rob Goods Shown of Attention — What Do You Think?

Here is a suggestion for readers of Men's Wear Review—and especially those interested in the art of window display. It comes from a Montreal reader and it sounds pretty good to us. It is that the creators of designs behind the plate-glass use the Review to discuss their little problems; in other words, to make this publication a clearing house of opinions on questions and difficulties of the craft.

This is going perhaps a little beyond what our correspondent suggests, but still it is his idea. He has recorded an objection to the use of such backgrounds as black and white stripes and checks, on the ground that they dazzle the onlooker to such an extent that he is not impressed with the goods shown—the goods the dealer wants to sell. He wants to know the opinion of others on this subject and he suggests a number of other questions in relation to window dressing which might be discussed in these columns—by those who have given thought to the subject—to the benefit of each other.

We would like to have an expression from some of our readers on the main or other points introduced by this correspondent from the city on the St. Lawrence. In any event, here is what he says:

"IN THE last issue of Men's Wear Review I noted a window display treated in the black and white scheme on the check idea, with the contrasting blocks not only on the background but on the price and description cards. The question at once arose in my mind "Is this trim arranged for the purpose of selling checkerboards or men's clothing?" Certainly the chess design predominated.

"This is written without any idea of criticism of the tastefulness of the arrangement of this display, but to bring up the general problem of what is, and what is not effective in a background. The question arises—Is the retailer selling backgrounds or is he selling men's wear or other merchandise as the case may be.

Curiosity or Interest

"The window referred to is not by any means unique in its general conception. In a clothing store in Montreal some months ago, the black and white effect in stripes was used in a similar manner. The writer passed this window and stopped. It certainly inspired momentary hesitation in the pedal extremities—but it was more curiosity than interest. Viewed with the nose against the plate or from the border of the street cleaner's territory, there was a feeling that one was facing some optical illusion—and this was not altogether due to a pair of horn-rims; there was a splendid impression of stripes but it would have taken a better pair of eyes than mine to gain any comprehensive idea of the clothing displayed. It was a strain to pick out individual objects against that maze of background.

"Let the reader turn to the illustration in the last Review and try the experiment for himself—and the reproduction I venture to say does not affect the optics to the extent that the actual would where comparative distances could be more distinctly felt. Just try to read the lettering on the larger cards.

Goods Lost in Designs

"There is a shoe firm in Montreal that goes to great expense in connection with window backgrounds. These are usually very elaborate and of themselves works of art, but they predominate to such extent upon the optic nerves that mere shoes are lost in a maze of designs. Recently there was introduced a scheme of large black

and yellow blocks (about a foot square). It was a window to attract attention and the intention succeeded. It was almost as startling from one side of St. Catherine Street as the other, but as a background for a showing of tan shoes it had the effect of mixing mere boots up with a maze of color and geometry, which, in the writer's humble opinion, discounted selling force to the minimum. The passerby might be persuaded to stop by the daringness of the effort but it is questionable if the average looker would recall whether he had been looking at boots, bon bons or bolognas.

A One Line Window

Let me cite a contrast. One of the most effective windows both from the standpoint of attracting attention—the police had to move the crowds—and from the standpoint of sales created, of which I have heard in the men's wear business was arranged in one of the world centres of fashion. As a sale suggestion it offered a single hat—a straw chapeau of conservative good taste rather than of freak design. The background, the floor and the ceiling were in dead black hangings—practically invisible. The hat hung on the end of a cane and the cane was lying on a writing table. On the table there was an inkstand and a pen, also a sheet of paper on which there was a note referring to the hat and describing its style points. A chair stood by the table in the careless position of just having been vacated by the writer of the note. Attention was attracted and interest centred on the one article for sale.

"This is not offered as an argument in favor of such a window for average purposes. It could be used to best effect in the heart of the men's section of a large fashion-dictating city. The idea is to illustrate the contrast of backgrounds and the system of making the goods themselves attract attention.

"A study of the windows of many of the stores of the large cities, where neither trouble nor expense are spared to make tasteful result-bringing displays, reveals a tendency to eliminate elaborate backgrounds—seasonable showings of course being excepted. There are to be seen whole series of windows where the backgrounds are practically a permanent arrangement of wood and plush hangings, which are only covered for special occasions. These backgrounds are not a matter of money-saving—they are put in at a high cost—but they give an impression of richness and taste which involuntarily emphasizes the quality of the goods displayed in front of them, without in any way detracting from that vital interest in the articles themselves which leads to sales.

Let Others Speak

"Opinions of those who are devoting themselves to the study of display and effect behind the plate front should be of interest to others practising the window-dressing art.

¶ Photographs, alas, cannot properly reproduce colors. As a result the reproduction of Irwin Armstrong's window, as given in our April issue, lost value. Mr. Armstrong would probably be the last one to claim for that trim perfection, or anything nearly approaching perfection, yet in fairness it must be said the trim was exceedingly attractive—moreover it accomplished the main function of a window—it stimulated sales.

¶ But criticism of the friendly type made by our Montreal Reader is always welcome. From such much can be learned.

¶ Let the next man speak.

—THE EDITOR.

For myself I would like to know the ideas of others on the point regarding backgrounds.

"And backgrounds are only one of a large number of problems with which the window dresser has to deal. There is the question of deep or shallow display space; the question of units or groups; the question of using price cards or of enticing the prospective buyer to come in and ask for himself; the question of a general mixture of goods or of emphasizing a single line; the question of one large display or divisions, and many others—and all of them in the general relation to psychology as applied to the passer-by—which means a study of the nature of the business most likely to be developed, the season of the year, the quality of goods which can be afforded by purchasers, and even the day of the week as bearing upon class of buyers or special events."

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

FRANK Stolley has devoted a lot of energy to shirt sales in the early days of the month, and certainly has sold a great many. Ties were also marketed at a very attractive figure.

The sales, however, were not altogether for cleaning-out purposes, but to draw people to the store, and once inside, there certainly was much for them to observe.

A number of the shirts shown were of English Madras in light strips. The great majority with the soft cuffs which are gaining rather than losing in popularity. Bat-wing ties were prominently displayed in this store, and some beautiful Derbys were also in evidence.

Soisette Military Shirts

In the military department, a profitable department it seems, the coming of Spring and Summer is heralded by the prevalence of light khaki shirts. Some of the flannel line, which has such a wonderful run in the Winter, are still on sale. Shirts made of khaki soisette, however, are the thing at the moment. They are made in the same styles exactly as the Winter shirts, but are in two shades, a dark colored khaki, which apparently is a great favorite with the military men for day work, and a light, almost buff, colored shirt which has been in great favor for evening wear. Those officers who find time to attend dances or other social engagements like this very much. It has a dressy appearance, and is cool and comfortable.

Bath robes are also being shown in this store. Some expensive woolens and more reasonable ones made of goods partaking of the Turkish towelling nature.

For the coming months, when people will be preparing for their Summer vacations, and thinking of the bathing excursions, these will be in considerable demand.

A Waterproof Stocking

By the way, harking back to the military department in this store, there is a novelty in the form of a waterproof stocking. It is made of cloth, khaki-colored, which is thoroughly waterproof, and which laces up so that it will fit snugly inside the boot, and round the calf of the leg. It would not cause puttees to hurt or look at all bulky. The one drawback this line might have is that it would be warm, but for trench wear, or for wear in cold-muddy weather, this would be a blessing rather than a defect. The line is made so that it can be retailed at $2.50 per pair, and yield a fair profit.

Caps, too, are being extensively shown in the store. It is the season of the year when they are in considerable demand by motorists and those preparing for holidays.

The old-fashioned check is still in favor one gathers from the display shown. There are some very nice new patterns in evidence.

Ely's in their King Street store are already hard after Summer business, evidently building a good deal on the trade which is regularly received at the commencement of the golfing season.

A large number of English caps are to be seen in one piece crown. Checks are perhaps the prevalent pattern. A rich looking line is the Angora Sweater Coat. These are made with four pockets, and sleeves, but there is no collar, the neck being cut in a V shape. One of these coats shown is in canary color, yet it does not seem at all loud, and worn under a vest, as it probably will be, undoubtedly will prove exceedingly attractive.

A nice line of ties, especially for elderly men have small flowers of purple on a backbround. Still another attractive line is of British hand printed foulards—these are somewhat brighter—a dark ground of green or black being relieved by innumerable small squares of light yellow or other bright colors.

Soft Cuffs Grow in Favor

This store of course is going quite extensively into the special measure shirt department, though the made-up shirts are displayed very prominently. A pretty thing shown is in Japanese silk, blue in color. The collar band on this and on all the taffeta and silk shirts is made soft. In all lines the French cuffs are still exceedingly popular. It is said, moreover, that the popularity is not only for summer shirts, but that many men are coming to the point where they will use nothing else.

A semi-starch collar in French pica is being shown and is proving a trade winner. Other collars popular are of linen, the back being very high, but the front being cut down exceedingly low. The tendency of all collars it seems is still to lowness in front, men have found this a very comfortable style and evidently there is hesitation in passing it over.

Some Bright Hose, Etc.

Another golf line, by the way, which is selling largely already is sox. Scotch wool hose are shown in the loudest of linen, the back being very high, but the front being color the better the sale. A number of these are being bought by quite elderly gentlemen, and there is a suspicion that they send them to fellow golfers as a joke. Even without the nineteenth hole stimulus the golfers do love a joke. Nevertheless, these bright colors are quite the thing on a golf course, and under long duck or flannel trousers they would not look too flashy.

The patterns however, are of big plaids, and such combination of colors as yellow, green and heliotrope are far from unusual. Another and a quieter line in golf sox is a combination of silk and wool. This also is suitable being easy on the feet.

Military Ascot Tie

Some new military lines are shown in this store. A khaki Ascot tie is being prominently displayed and has already established itself in favor. It is especially fitting for those officers who do a good deal of riding, but is not by any menas confined to them. As in other stores here also the soisette khaki shirts are taking the place to a considerable extent of the flannel shirts. They are much lighter and more suitable for the coming season.

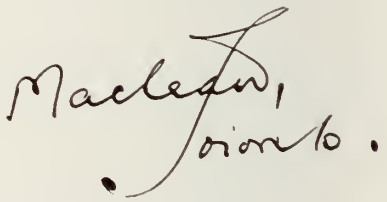
A line which is due to receive a good deal of favorable attention in the coming months is also shown here in khaki coatless suspenders. These are made in the two point style, aside from the military color, the suspender is attractive.

Soft Collars to the Fore

For some reason soft collars are not being as prominently displayed yet as might be expected, but in Dunfield's King Street store a part of a window trim is given over to this line. The results, from appearance, and it is said from sales, are very satisfactory. Batwing ties in fairly loud colors are also being shown, as are gloves. The gray suede seems particularly to the front. An exceedingly attractive window card is shown in this store. It is not very large—not more than nine inches wide by a foot deep, perhaps, and across the upper right-hand corner is drawn a batwing tie in red, with gold spots. This is not large at all, but it does draw attention to the card. In the centre of the card, in quite large black letters, are the words—Batwing Ties. Nothing more is said, but the whole window continues the story, batwings being shown in many shades and many conditions—some tied and some untied.

The new collars being put out by manufacturers are also shown in this window, and in conjunction with them some of the new ties.

These new collars, by the way, are being extensively shown in Toronto now, with a bow tie and with a four-in-hand affixed. The sales for these new lines, we learn, is already becoming brisk. There seems no doubt that many men are now coming to look for a new collar every month or so and are very ready to replenish their supply with these models.



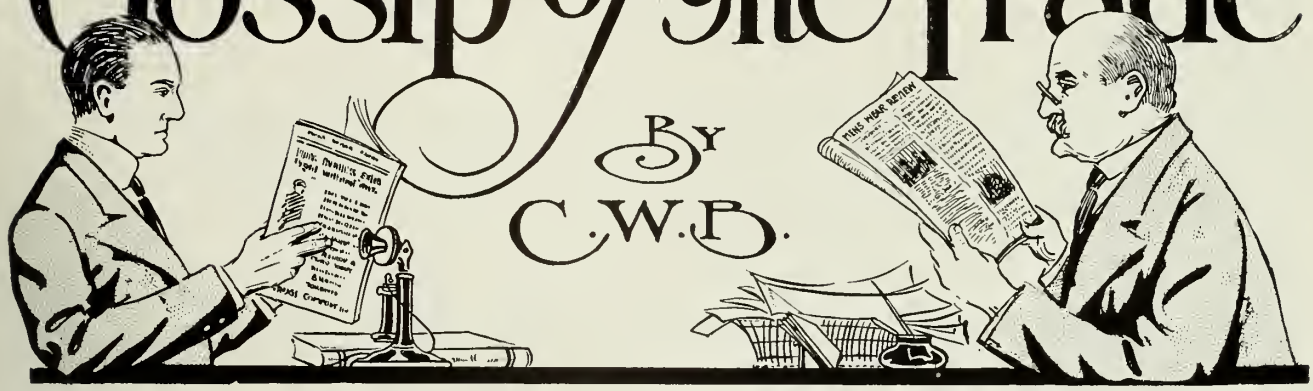
DEACON SHIRT GETS DOMINION CHARTER

The Deacon Shirt Co. of Belleville, has just obtained a Dominion Charter and is being capitalized now at $200,000. It is also learned that one of the traveling representatives of the Company, W. H. Finkle, who has been traveling Eastern and Northern Ontario and the Maritime Provinces, has enlisted with the 52nd battery, now forming in Kingston.

A new "Semi-Ready" store has been opened at 123 Eighth Ave. West, Calgary, with H. M. Vincent, for some time in the men's wear business in Calgary in charge. This store will carry a full line of men's furnishings.

Gossip of the Trade

By C.W.B.



THE changeable weather of the past month has greatly increased the difficulties of men's wear dealers by discouraging the buying of Spring lines, at a mid-season when any serious pushing of Winter goods is out of the question.

The situation is not improved by the increasing difficulties encountered in the way of obtaining deliveries of goods that have long been ordered. Dealers appear to be quite reconciled to the new order of things that necessitates a smaller range from which to choose and a higher level of prices; and their trade, too, is becoming cognizant of prevailing conditions in this respect. The one universal lament is the lack of deliveries.

People Ready to Pay More

Even in a line as largely effected as suits, dealers state that their customers are easily reconciled to paying $3 more for what was a $15 suit, and that one fact appears to be typical of the whole.

The windows are beginning to assume an Easter look in spite of the Wintry weather prevailing at times. Speaking of windows, "Arch" Moir, of the firm of that name, successors to Allan's, Montreal, says that since adding a single stairway and two small windows to the entrance, and on a side street at that, the business of the firm has picked up fifty per cent. In order to cut their overhead expenses this firm does an upstair's business only, and heretofore has depended upon the upstair's windows only for display purposes, and an elevator as a means of ingress.

No Real Changes

Now that the Winter is over, it is possible to estimate the changes one season has made in what must always be a conservative line, and they are found to be practically nil. The dress shirts and ties and accessories shown to-day are but very little different from the offerings of two years ago, both black and white vests, the latter largely pique; ties occasionally edged with black as before and shirts in both pique and semi-pique. In all the stores visited no distinctly new thing was noted.

There is a noticeable lack of underwear offerings in the windows about town. It is too early or at least too cold for men to change to Summer wear as yet, and it is too late for dealers to still show Winter or even medium weights. With the bright weather that must soon come, a new and more generous demand will undoubtedly brighten up the fronts of many a window still in its mid-season chrysallis.

Healthy Increase Here

Shirts and ties are still the stand-bys of all the windows, and practically all dealers say that their trade in these lines has shown a more than healthy increase. Max Beauvais quotes one instance of a line of 75c foulards in spots and bandanas which he has been cleaned out of on the first showing, so that the whole line has had to be replaced.

Dealers say that the glove trade is much more subject to change than of yore. For all but the best trade washable goods in gloves as in other lines has assumed first rate importance; but the strictly high-class trade is leaning more and more to undressed suede, grey fabrics and tans in capes and kids. Incidentally the demand for Spring and Summer wear is greater than last year, another sign that the people are becoming more dressy. Lisle thread gloves are asked for as frequently as silk, but continue to be pretty well off the market here, as they have been since last Summer.

Soft Cuffs Still Gaining

Soft cuffs are undoubtedly growing in favor, not so much in their introduction to a new class of trade as in the more general use of them by a class that formerly confined its use of them to negligee shirts and business use. They have become a staple.

A feature of the shirt trade that is assuming greater importance all the time is the fact that men are wearing collars snugger and closer-fitting than of yore, thus calling for a smaller-sized neck band to their shirts. The shirt trade has not yet answered this demand by reducing the proportionate size of neck bands, so that the customer often solves the problem by demanding a soft neck band that will allow of scrunching up to fit the smaller collar. One store states that they average one call a day for such a shirt, so that they are now giving it serious attention in their made-to-order department.

One Montreal dealer states that he has given instructions to his window dressers to so arrange window trims of goods of recent dyeing that highly colored lines will be exposed as little as possible to the direct rays of the sun through the glass as the latter intensifies the sun's tendency to fade colors.

Howard Brokenshire, for the past six years one of the traveling staff for the McAlpine-Richardson Company, has been attached to the 204th Battalion as Lieutenant.

Considerable damage has been done the men's furnishing store of P. T. Smith & Co., Amherst, N.S., by fire. Loss was fully covered by insurance.

KNITTED GOODS

LOOK FOR AT LEAST 10 PER CENT. ADVANCE

WHAT about underwear?
What about hosiery?
What about all knit goods?

In the clothing department is discussed the wool situation, it being there stated, on the authority of experts who have been figuring carefully that as a result of the abnormal conditions there is being consumed annually, at least 500,000 bales of wool more than the world's supply of sheep can produce.

That, if it be true—and it may be taken as true—seems clearly to indicate greater scarcity of wool, and higher prices.

But in many lines of underwear cotton is also an ingredient.

What of the cotton situation?

Not a Bright Outlook

Men's Wear Review has been in touch with some experts, and their opinion is far from optimistic. They look for a scarcity, even greater than now exists; and because of this; because of the reduced supplies of wool; because of the great difficulties with regard to skilled labor resulting from enlistments; they can see only one thing—higher prices in underwear during 1917, and still greater difficulty in getting supplies. A ten percent. advance seems to be the best these experts look for.

And if the war should end suddenly?

Well, one hosiery man does not see how this will cause a betterment.

The war over, he says, and there will be a tremendous demand for cotton from practically all the belligerent countries, and from many neutrals. Take these countries one by one, he says. Italy is getting only limited supplies —only enough for her own needs, and much of this she is using up in explosives. So with Russia. Switzerland has no cotton now. France is using up hers. Germany—well Germany, of course, doesn't need cotton, the brains of her Professors, according to the German despatches, being equal to the task of producing a hundred and one substitutes. Still, with the war over Germany will want millions of bales, if she can find a vendor and carriers.

Then England. There, too, great quantities have been used up in ammunition; and with the men going back to the mills there would be need of tremendous quantities.

Look for 5c Raise

"I know this seems an extreme view states this man, but I would not be a bit surprised to see cotton jump 5c with the coming of peace. The world's supply has been tremendously reduced, and on the other hand the world's need will be enormous, almost unbelievable. Should the crop which precedes the coming of peace be a huge one prices might hold steady. If, however, the crop should be under the average, or even normal, I can see nothing for it but higher prices, which will mean higher prices for all lines in which cotton is extensively used."

It has to be remembered, of course, that since the war started there have been tremendous purchases of cotton for storage. Germany has been buying with the dual purpose of keeping down the stocks which the Allies can get, and of insuring supplies for herself after the war. All this cotton is now in the States, and with the coming of peace would come upon the market. Then England, through contrebands, etc., has secured great quantities of cotton. There must be in England, despite the wastage of war, an exceedingly large supply. That too will come upon the market with peace.

A Point to Remember

To what extent these supplies will offset the other tendencies which point to a rising market can only be conjectured. It is a point apparently overlooked by the manufacturer who has been quoted, however; yet one which will prove a real factor.

But peace does not seem at hand; and all indications, therefore, are for higher prices in hosiery, underwear and kindred lines.

As with clothing so here the mail order houses, and the big wholesalers are acting in a way which indicates to the retailer what is to come. They are buying—buying almost everything they can get—and buying at high prices. They are covering their future requirements. They are going into the United States market and getting what they cannot get in Canada.

One wholesale house made this proposition to a Toronto selling agent this past week—to take, during the coming twelve months 25 per cent. more than they took in the past twelve months, at the same figures. The offer was refused.

Australia in Market

Another selling agent was approached by an Australian buyer, who wanted to know where he could get $20,000 worth of hose. The selling agent courteously informed this buyer that he would be glad to learn the same thing.

Going to the States Canadian buyers are having to pay more for their goods.

The U.S. mills have ready buyers in their own land. They will not, therefore, sell here except at an increased profit—and they are finding little difficulty in getting this increased profit. Realizing this more and more; as time passes, they are likely to raise their prices still higher—and the Canadian merchant, will in turn have to pay more.

Yes, until the war ends, it looks sure to be an advancing market. After the war—well it may continue to rise for a time, but the cotton in warehouses which will come out looks likely to prove a factor. For a time at least that should force a decline, though it is quite possible this supply will not be sufficient to hold prices down long in face of the heavy demand.

SUITS & OVERCOATS

WORLD'S WOOL SUPPLY DEPLETED CLOTH MUST REMAIN HIGH IN PRICE

READERS of Men's Wear Review will realize how difficult it is at the present moment to definitely estimate the future, as it will affect the men's wear trade.

In the April issue of Men's Wear Review was dealt with, in this department, the question of what will happen after the war. It was then indicated that a number of manufacturers are fearful of having too great a stock, les , with cessation of hostilities, there comes a decline in the value of cloth which would seriously upset their business.

The view is true to-day, but so much more serious is becoming the problem of getting cloth that the danger of getting too much, is rather thrust into the background.

There are many reasons these days to account for this difficulty. Perhaps one of the greatest at the present time is the actual shortage of ships. It is not that the German attempt to break up British industry has succeeded in any way, but simply that more ships are needed for war purposes and so have had to be taken from their regular work; and because the internment of so many German ships in various neutral ports has reduced the world's supply of sea carrying agents.

Ships All Busy

Every Britisher will realize that the transportation of so many troops—transportation which is going on every day—requires the employment of a great number of ships. Moreover, these troops once in France, in Mesopotamia, in Greece, necessitate the employment of a larger number of ships to keep those men in supplies of clothing, ammunition and food. These are the ships, of course, which formerly brought food and cloth from England, and which carried back Canadian products. These are the ships which filled their place in the transportation work of the world.

Then the German ships which are interned also did something to market the world's products, and are not now being used to any great extent. The neutral nations for the most part are allowing them to lie at anchor, even though they themselves are feeling the pinch which comes from the great restriction in shipping.

No wonder then that manufacturers of cloth in England —when they have overcome to some extent the difficulties of raw material and labor, and have the cloth ready, find it very difficult to get this across. One manufacturer with whom Men's Wear Review was speaking, had before him advice from an English firm with which he had dealt for years, stating that part of the goods which he had ordered were then on the dock at Liverpool. They have been there for some little time and apparently are going to remain there until at last they secure freight room. This manufacturer is of the opinion that there is no trickery behind the advice of the English woolen firm. He believes that the cloth is made up and ready to ship. This is stated because there are manufacturers, who, having trouble with English firms, complain that a good deal of plundering is going on and that English manufacturers who have the cloth, are failing to fill contracts because they can get better prices than the contract price.

Can Hardly be Denied

Such information regarding plundering is secured from so many reliable sources that, unpleasant as it may be, it must be believed. Nevertheless, it must also be remembered that there are firms above this kind of work, and doubtless their inability to make shipments must be attributed to other causes.

A simple, but exceedingly effective trim. Merchants with small windows can adapt this general idea to splendid effect. It would be attractive also as an interior unit.

Merchants will realize that manufacturers of woollens over there very seldom do the complete work themselves. They will perhaps pass on a certain part of the work to another factory, and that factory, through labor difficulties, will have the greatest difficulties in getting their work through. This, of course, means delay all around.

In addition to these labor troubles, in addition to being unable to get ships to bring these goods to Canada, there is the fact—the growing fact—of the scarcity of woollens.

Just consider for a moment conditions as they exist at the present time. Think of the vast army, not of Britain alone, but of all the Belligerents. Then consider that many in that vast army have been of the lowest classes, and have not been in the habit of buying much in the way of clothing. Perhaps one suit a year would account for all they would purchase. On the other hand they are perhaps now getting one suit in 6 or 8 weeks. Soldiers at the front are wearing out their uniforms in this way—others

A Fall model being shown by Randall & Johnston. This is fitted to quite an extent at the waist, and as will be seen, the lapels still have the popular roll. Somewhat similar models are shown by many manufacturers, the opinion evidently being that this will be a popular style.

who are training are less hard upon their uniforms, yet they too, have to be supplied every 4 or 6 months.

Wool Supply Depleted

It means a tremendous drain on the supply of the world. Experts who have been following this matter for a long time, have come to the conclusion that the annual consumption of wool at the present time, is 500,000 bales in excess of the supplies which can possibly be secured from the existing sheep herds. This simply means that the manufacturing of cloth which is going on at the present time, is rapidly reducing the world's supply of wool.

In view of this there does seem some ground for the fear expressed that conditions in the clothing business are going to grow more and more serious, unless, of course, the end of the war comes sooner than at present appears likely. When it comes there will, undoubtedly be uncertainty in prices for some little time, though with the world's supply of wool reduced as it is at the moment, and with the great demand there would be for clothing from men returned to civilian life, it would hardly seem that anything like an immediate return to normal prices could be expected.

With the view of getting an opinion on the present situation—as it appears to the manufacturers who have been closely following the market—from the retailer's standpoint, the following question was asked of a man exceedingly well posted.

"If you were a retailer at the presnt time, and not a wealthy retailer, rated at perhaps from $2,000 to $5,000 with good credit, what would you do with regard to your clothing department?

Read This Opinion

Here is the answer given after some consideration.

"I would estimate carefully my needs and I would try to cover those as far ahead as I could—that is as far ahead as my manufacturer or wholesaler would let me. I take it for granted that it would not be good business to tie up too much money in clothing even though I had it. As a retailer I would be doing business in other lines and would need a good working capital, but I would feel that every suit of clothes I could get would make me more than my regular profit.

"The truth of this is proved," the manufacturer continued, "by the attitude of the big mail order and department stores. They are out buying everything they can get. I do not think that is in the least an exaggeration. If we went over to them now and made them a proposition, saying we would make the goods in standard patterns which would not go out of style, I know they would accept the proposition. I know this because they are coming to us every week almost requesting a supply of certain lines. The big department stores and mail order houses of Canada at the present time are stocking for 1917, not for Spring, 1917, but for Fall and Winter, 1917, as well. It is very evident they expect either to be able to make an additional profit by such buying or they are anxious to ensure having the goods. Personally I think the latter is the case."

Considerably different is the opinion of another manufacturer—a manufacturer who has just returned from a trip during which he visited a large number of retailers. In his opinion there is evidenced a tendency on the part of some retailers to buy too heavily.

And Then Read This

"It is true the big department stores and big mail order houses are buying in huge quantities," said this man. "I know it, because they want to buy from us. They are buying goods—especially boys' clothing which they will put in their catalogues, for 1918. But these firms have unlimited capital. One of them has recently raised $14,000,000 I hear. When they can do that without effort they can afford to buy.

"Now, I'm not saying the buying of these firms is not an indication that buying is good business. The department stores and mail order houses are perhaps the best buying barometers we have—but I'm afaird more merchants will suffer by buying too much than by buying too little.

"After all, you know, styles will change. Take overcoats, for instance. Suppose a man lays in a stock of close-fitting, velvet collared coats. Then the style changes

to loose, box coats. He'll have difficulty selling his stock. To buy far ahead requires the greatest care regarding styles, and I think the part of wisdom is to be conservative —to buy sparingly.

"You know we will all be making suits next year. Oh, we'll get a good bit of cloth somehow, and we'll be turning out suits, and those of us who are wise will be protecting our old customers. We're doing that now, turning down almost daily, orders from the big mail order houses that we may have the goods which our customers throughout the country need.

Another Source of Supply

"Another point.

"A number of firms have been dealing quite largely in uniforms. As soon as the demand for those falls off, and it may fall off to some extent quite shortly, they will throw the huge facilities they have built up into manufacturing regular lines of clothing. They'll get some kind of cloth —made from wool rags perhaps, but cloth—and they'll produce. Some of them now have cloth, having been wise enough to keep their civilian department in good shape all the time they were working on army goods.

The Price of Wool Rags

"The wool rags referred to," continued the manufacturer, "offer an interesting feature right now. A little time ago these were bringing 16c per lb. Now they are down to 6c. It looks a little significant, doesn't it?"

Two, widely different opinions these, and yet it will be noted both men urge the need of caution—of keeping resources in a liquid state. That, to Men's Wear Review, seems the sound advice at this time.

A Word on Styles

In styles it is indicated a short box coat, in various shades, will be popular this Winter, but not by any means to the exclusion of other lines.

Another overcoat model, which seems certain to be very popular in the Fall is a loose, slip on coat, in both single and double-breasted styles, made in three-quarter lengths. The sleeve is the one-piece style, the lapels are fairly wide, with the soft roll, in the single-breasted style. In the double-breasted models the lapels are narrow and semi-peaked. The collar is of velvet. blending with the color of the coat, and shows one row of stitching. At the bottom of the coat there are three rows of stitching. The sweep of this model is 72 inches, and the vent is deep.

A notable feature of some of the latest models in Fall suits is the shaped vests. They are cut in considerably more at the waist than is the coat.

SHORTER CREDITS ON CLOTHS

The manufacturers of fine cloth in the West Riding and the South of Scotland have agreed upon new rules for the purpose of cutting down long credits and these go into effect on July 1 next. These prevent dating forward, all invoices must be dated 60 days from first of following. In addition pattern discounts are cut out, as well as the 37-inch measure to the yard. The new regulations that are binding on these manufacturers read:

1. That all goods invoiced from the 1st to the 31st of the month shall be payable on or before the 20th of the third month following that in which the goods were invoiced, thus giving what the trade calls two clear months. At the end of that time the account will be subject to 2½ per cent. discount. If at the end of that time the merchant wishes to pay by bill, the manufacturer may or may not agree to accept a bill or promissory note not exceeding four months from the due date. In this case the discount will be first deducted and then interest at the rate of 7½ per cent. per annum added. This will work out at practically net cash after deducting discount and adding interest but there is a small margin in favor of the buyer. Should the buyer wish to pay before the due date he will first take off the 2½ per cent. discount and then a further 6 per cent. per annum calculating as many days as the account is paid in advance.

2. There is to be no dating forward, no further discount, commission or bonus in addition to the above, and there is to be no getting behind the terms laid out.

3. All goods are to be measured 36 inches to the yard, and there is to be no allowance for over-measure or for shrinking.

4. Carriage is to be paid to the port of embarkation or to the premises of the clothworker, but beyond that no charge is to be at the manufacturer's expense, unless the clothworker himself collect the goods from the manufacturer, in which case carriage will be allowed by the manufacturer to the port.

5. This is not to apply to goods which are invoiced other than in sterling.

Patterns to Be Paid in Full

6. All patterns of ¼ yard single width and over, or any patterns which contain a square area of 243 inches are to be paid in full.

How the Discounts Are Cut

Several Canadian wholesale buyers when spoken to by The Review stated that these regulations undoubtedly were intended to enforce short credits and might make matters difficult for the buyer who was not ready to settle promptly.

"The cutting out of the allowance for over-measure that is giving 37 inches to the yard, will apply chiefly to men's wear, as most women's goods are on the logical basis," said one buyer. "The new rule is the only sensible one as in the end we pay for the over-measure, not the manufacturer.

"So far as the new rule for discounts is concerned it is not much different from the present for cash settlements. We are allowed 3¾ per cent. usually now; under the new rule we get 2½ per cent. and a further discount of 1½ per cent. per month or 3½ in all for cash. In the case of credit after the 60 days, there is still the 2½ per cent. discount under the new rule but a charge of 7½ per cent. per annum is made or practically a net charge of 5 per cent. as it is now,—when it is enforced. The chief difference under the new rule likely will be that the enforcement of a charge for a long credit will make it unprofitable to accept credit, and may wipe out some of the men with small means."

So far as patterns are concerned, many mills give a 50 per cent. discount now; this will be cut off, but, as one large buyer remarked: "If they give the discount we pay for it in some other way,—naturally in a higher initial price, so what's the odds?"

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STOCK VERSUS MONEY

TWO or three articles in this issue deal with the present abnormal conditions as they relate to men's wear lines. They indicate a tendency on the part of many—and some of these the best merchandisers—to buy heavily. Perhaps, under these circumstances it will not be out of place to sound a word of warning.

Just at present stock on the shelves is indeed of great value—in many cases of growing value. But it takes money to make the mare go, and stock, no matter how good, may not always be converted into money upon the instant.

The merchant, therefore, will act wisely who keeps a strong check upon himself. He will see opportunities to buy to advantage, but if these opportunities once accepted will tie up money so that obligations may not be promptly met, then the good buy will prove a boomerang coming back to cause harm, and possibly business destruction.

These are days when a merchant must keep his credit above reproach. With manufacturers having less goods than formerly to sell, they are anxious to sell only to those from whom payment is certain. The man who delays settlement is endangering his future supply. He is weakening his line of communication.

Money in the bank means first grade of credit. That will prove better than large stocks of goods, even when such goods are rising in value.

A good buyer is one who knows where to buy and when to buy, and when to stop buying.

DAILY PAPER CO-OPERATION

A NUMBER of daily papers throughout the country are giving attention to men's wear lines. The Moose Jaw *Evening Times*, for instance, has in its issue of April 5, three columns of information—more or less up-to-the-minute—dealing with shirts, gloves, hosiery, underwear, pyjamas, etc.

Information of this kind cannot fail to be of real value to men of the community. It will, moreover, do a great deal towards helping in the general dress up movement.

Men's Wear dealers might well urge upon their local newspapers, the use of some space for the diffusion of information on men's apparel. Once brought to the attention of the publishers, this idea is likely to be considered with favor. The publisher will see that such information will pave the way for more advertising from the men's wear dealers, since it will make this advertising of more value by further stimulating the purchase of men's wear lines. Merchants might also urge that the question of boys' apparel be not overlooked. This is a line which appeals not only to the boy, but especially to his mother and father at certain seasons of the year. Such men's and boys' wear articles would be particularly appropriate in the Saturday editions of the paper, or in the Friday evening issues, which precede the great buying day of the week.

Dealers should be ready to give the reporters of their local papers information as to new styles. A reporter we all know is a universal genius, but often his knowledge of the intricacies of clothing is limited, and he must depend upon the good graces of a man who is a master in the men's wear trade for the advance information which will be of interest to the people for whom he writes. Co-operation between the daily paper and the merchant of the town is worth while. It helps the general public to get pointers which are of real value to them. It stimulates business with the retail merchant, and makes his advertising in the daily paper more profitable. As a natural result it helps the publisher get more business.

That more has not been done along this line is probably as much the fault of the men's wear dealers as of the publishers. It would be a splendid thing if these men could get together more frequently and discuss conditions, and ways of stimulating trade.

THE RETURNED SOLDIERS

THE time has come for Canada to make good the promises of the hysterical days of the war. Today her sons, some of them, return to seek their strange place in the new scheme of things.

It is more than money that these men work for. It is that understanding that is born of a generous sympathy steeped in a warm imagination that can conceive of the horrors they have been subjected to and that makes large allowance for the shortcomings that they bring with them into civil life. Is it humanly possible for a man who has stood the strain of months of trench warfare to be as other men, his looks of health notwithstanding? He has scraped his dearest friends off his clothes. He has withstood the shock of charges and the tense tumult of counter charge. He has for months lived under every hellish variety of modern death, perhaps he has been gassed, the tissue of his lungs burnt out, his brain seared and certain cells closed forever, and has perhaps gone through that most awful trial that modern artillery can bring to bear on a body of men "the preparation for the infantry attack," a concentrated inferno of noise and gas and blood and death that leaves its poor victims stunned and dazed, irresolute of limb

and mind. Can these men be as other men in one year or two or three? Never. Always they will bear in their mind the cicatrice of it, long after kindly memory has enabled them very largely to forget the detail. Their wounds heal. Agony leaves their eyes. They do not return to Canada until sufficient time has elapsed to allow of this much. But their sick minds with scars of sorrow and pain undreamt of here, that has destroyed their very thought impulses and dried up the very springs of action they bring home to Canada to heal in the blessed quiet of an uneventful life which they must largely slip through unobtrusively, all joy of action, all hope of initiative hopelessly lost to them.

And it is peculiarly the task of those who remain to recognize this fact and give to them in this condition which is often so dull and so elusive in its operation as to defy recognition even by its unhappy victims, a rich forbearance that will remember what they have gone through and that will condone even though it condemns.

They have borne all that alone. Now must they too bear all this alone. As never before in the history of the world are there men who crave the helping hand in word and thought and deed. Deeds are tangible and imply the securing of positions, the gift of goods and money. But more important is the Christ-like tolerance for the man who lacks and the inspiring presence of an enveloping kindliness that the passage of years will not erase and that will forever remain an inspiring vein of pure gold in the metal of our national life.

EVERYBODY WINS—CUSTOMER AND DEALER

Maisonneuve Dealer Cashes in on Speculative Tendencies of Mankind—Scheme Makes Tuesday as Big as Saturday—It Draws Regular Customers From Remote Part of City.

THE Mercerie Maissoneuve of Montreal, indulges in a club scheme for the pushing of their sales that has been a material factor in adding to their business. It depends for its success upon the love of chance which dwells in most men's breasts; satisfying that speculative craving and at the same time insuring to each customer of the store that he will get his money's worth of goods.

The result is that goods are sold which would not otherwise be sold. The customer gets the best of the individual deal, but an added number of them are added to the store's clientele and in that way the store gains largely.

Idea an Adaptation

The idea is borrowed from a tailors' club scheme for selling suits, and it has been so well received that the operation of it is continuous, and Tuesday, the club day, is almost as good a sales day as Saturday in the store.

That the element of gambling is not considered as entering into the scheme is proven by the fact that amongst the club-members is a captain of police on the city force.

Membership in the club depends upon the payment in advance of fifty cents a week for a period of ten weeks—that is until the total fee of five dollars has been paid, when the customer has the privilege of selecting from stock an equivalent value in goods—or until such time as the customer wins the lucky number, in which case he selects five dollars' worth of goods even though he has only paid one weeks' fee, and withdraws from further participation in the club drawing.

No One Can Lose

Thus, it will be seen, no one can lose, and each Tuesday someone draws the lucky number, getting $5 worth of goods for payments into the club of anywhere from 50 cents to $5. Of course those who come to see the result of the draw also make purchases, hence accrues real financial benefit to the store.

Each member has a card giving particulars as to the number he chooses, etc., and registers in the club book. Every Tuesday night when the drawing is made numbered wooden blocks are shuffled in a sock, one then being selected. The holder of the lucky number wins that week's prize.

Where Advantage Comes

The profits from the club proper are, as has been said, of small amount in comparison to the indirect benefits that accrue. Yet the swelling of the volume of sales, without increasing the stores' overhead cost is of real value. But far more important is the new customers made. In the first club this store had, for instance, fully one-third of the subscribers were entirely new customers who come from other districts of the city, such as Hochelaga and Longue Point and other places that could not otherwise be reached except by some such powerful pulling sales scheme as this one.

THE TALLY CARD

1 - 2 - 3 - 4 - 5

No 70 Serie 3

M Hebaire

Aura droit a une valeur de $5.00 en merceries dans les 10 semaines a partir du ..... en payant régulièrement 50 cts par semaines à moins qu'il ne gagne à un tirage de chaque semaine. Il recevera alors pleine valeur sans payer de surplus à la

Mercerie Maisonneuve

TEL. LASALLE 158 220 LASALLE

6 - 7 - 8 - 9 - 10

This entitles M. Hebaire to goods to the value of $5 at the end of ten weeks, commencing ..... by paying 50 cents regularly each week, unless he wins a drawing that is held weekly. In this case he will receive the full value ($5) without making any additional payments to the firm of Mercerie, Maissoneuve.

STOCK KEEPING THAT IS SCIENTIFIC

Max Beauvais, of Montreal, Has Method Which Enables Small Stock of Each Line to be Kept at Front, Fresh Supplies Being Brought up When System Shows This Necessary—Some Other Cases.

OUT of ten men's wear dealers who were interviewed as to the chief cause of trouble in their various states, eight agreed that the keeping track of their stock was the chief source of difficulty. The other two thought differently about the matter, for the very good reason that they had solved this particular problem for themselves it thus being no longer a source of annoyance, loss of time or added expense to them.

The Dissimilarity of Efficiency

The strange feature of this case is the fact that the two successful schemes represented two entirely opposite and extreme points of view, thus giving a forcible illustration that the application of any rule must be governed by the requirements of the situation involved, and administered with good judgment and a sense of values, which suggests that the human element enters so largely into the consideration of any problem as to largely govern it.

Set of Five Books

One of the most successful methods explained to Men's Wear was that of Max Beauvais in Montreal, a firm that keeps a complete record of all store transactions from the ordering of the goods to the receipt and later sale of them. The set is divided into five divisions: the stock book in which a record of all stock on hand is kept, and a reserve stock book, which, as the name implies, covers only that part of the stock which serves as a support line to the forward or store stock proper.

Order Books and Sub-Divisions

The order book contains duplicate copies of all orders sent out, giving date of order, date asked for delivery and all other details germane to the matter in hand. This is supplemented by a spring and fall order book, which gives in concise and systematic form under the various sub-divisions of shirts, collars, hats, etc., the various orders in each line.

This spring and fall order book is made up from information gleaned from the order book proper, which is in effect a record of day-to-day ordering irrespective of the class of goods, and is quite general in character while the other is definite and particular. Its sub-divisions deal with each line of garments, in its relation to the wants of each season.

Cost Price Book

The cost price book contains prices on all goods in stock, and is kept up to date with daily changes consequent upon receipts and sales.

A One-Man Job

In this store the duty of keeping these records up devolves upon one man, whose chief duty it is to make the system of real service by keeping entries up-to-date.

Needless to say the entries covering the same articles in the different books vary with the sub-division to which that book belongs, giving style, number, sizes, price, quantity, quality, etc., as needed.

Each morning's first duty is that of replacing sales of stock of the previous day. These are drawn from the reserve stock and the fact noted in that book, and later amplified in the stock book proper which is so arranged as to give the combined information of the cost and reserve books, in such a compact form that in less than an hour's time it is stated, a complete inventory of one of the largest retail stocks in Montreal could be completed.

Forward and Reserve Stocks

The sales slips are gathered each morning for the making of a list of articles to be drawn from reserve stock. In some cases, as in that of hats, a permanent inventory slip is carried with the hat until it is sold. When the slip is turned in with the sales slip, it acts as a warning that the reserve must be drawn on to replace a sale.

General Advantages

This system allows of keeping only a small stock of each article up forward in the store, without incurring any danger of selling that line out and then neglecting to replace it from the reserve stock. The latter serves as a source of supply in the rear, leaving much greater space in front for the display of a greater variety of lines.

Chiefly, however, the advantage of this system lies in the fact that waste of time and effort is eliminated, as well as the possibility of either neglecting to order a badly wanted line on the one hand or on the other of duplicating one already in stock. The system is like a cog wheel, each part dovetailing into, and inter-dependent upon the other; going round and round, each part performing its function in the whole so that it is possible to-day in this store to tell all about, stocks, sales, orders, etc., for any period of several years' back.

A Departmental System

Case, of Montreal, also has a system of stock-keeping that gives him equal satisfaction although it is worked on almost exactly opposite lines to the one just described. Here, instead of one man being responsible for the whole, each department is looked after by a different individual, and the methods of keeping track of receipts of goods, sales, etc., differs, according to whether it is the coat department, the shirt, collar and tie or the underwear department, as well as according to the individuality of the man in charge of each. The whole success of the plan depends upon the man in charge for here a day-to-day knowledge of the day's sales, forms the chief basis of the departmental head's knowledge of stocks. In other words this system is less rigid than the other and in fact is so flexible that in bad hands it would undoubtedly lead to some abuses although in this particular case it serves admirably.

The Slovenly Middle Ground

Another store visited complained bitterly of the trouble that existed in keeping track of stocks On investigation their method was found to be neither flesh, fowl nor good red herring, neither the rigid system of the Beauvais store nor the flexibile and adaptable one of the Case store, but a hopeless conglomeration of the two extreme points of view that was neither one nor the other—combined most of the faults and few of the virtues. It was the weak feature of a good store solely because it lacked definiteness of purpose and execution. It did not click.

Pure Perversity

Another similar case is that of one of Canada's chief retail merchants, who sold out a few years ago after forty years of profitable merchandising that still serves as a model to the younger generation of stores in many respects.

All But One

In this particular respect, however, there was a notable lack. Little if any provision was made for stock keeping. In this high-class store the frequent method of discovering whether a certain article was on hand was to ask the customer to wait whilst a search was made in the warehouse for the needed article. The custom persisted for many years in spite of the employees' pleas for a change. The owner took the stand that he had built up a highly successful business whilst using such a method and that if it was good enough to build a business up on it was good enough to continue. This line of thought, of course, failed to allow for changing conditions and a new set of demands. The store that made a hit in 1907 might well go to the wall in 1917. To-day's the day, and now good credit-rating is king, and stocks must be known.

DEALER NEIGHBORS WHO AGREE

One Handles High-priced Lines—The Other Goods for Working Men — The Working Man's Store Methods Outlined—A Splendid Advertising Suggestion.

An authorized interview with R. Dorval of Gauthier and Dorval, Montreal.

I HAVE a men's wear store in the middle of this block. My next door neighbor is also a men's wear dealer. By all the rules of the game we should be bitter enemies. But we are not. We are very good friends and what is wise we make it pay. The sun shines for everybody. And this is how we do it.

My friend keeps a stock that is meant to appeal to the man who can afford to spend more on his attire than the average working man can. I keep a stock that is meant to attract people of small earning ability on economical ideas. Statistics prove to us that in this or any other city there are more poor men than rich. My friend believes that it is easier to amass a competence in the clothing trade by reaching up for the high-class trade of keen competition, fewer sales and juicy profits. I believe that it is surer if less spectacular to cater to the very human desire for cheap bargains to seek to attract a class whose trade is being forgoten in this modern scramble for overnight fortunes. The profits on individual sales is less, but the total of those same individual sales is astonishing.

Stores Exchange Customers

The consequence is that the customers who cannot get what they want in my store are steered into the place next door. By the same token those who find prices too high in there are directed into this store. We have prices arranged to a nicety. We are the only men's wear dealers in the block and we can serve between us all reasonable wants in our line.

To illustrate, we sell shirts here from forty-five cents up to $1.25. Next door they sell them from $1.25 and up. We carry one grade only of hats $1.50, which on sales we reduce to 89c. Our neighbor's cheapest hat is offered at $2.50. We do sell a few lines of higher priced shirts but we don't push them. We keep them hidden as some merchants do a cheap line. We try to have this known as a poor man's store and these classy shirts are only for a regular trade that knows we have them and will ask for them.

Collars are about the only class of goods in which our prices are nearly equal and even then there is a difference in the goods offered that makes comparison impossible. I refer to our rubber and celluloid collars which sell at 25c each and which have a good sale.

How Prices Vary

In underwear we sell the Summer grades from 69c to $2.29; in Winter $1.49 to $3.49 and in scarfs from 39c to $3.49. The neighbor starts his underwear at about where we leave off at from $2.50 to $3.50 but in the scarfs we cross wires slightly. This is a result of our carrying a fairly good line to meet that want of people for showy things in articles like scarfs, which are exposed to the public gaze in contradistinction to underwear which is not so exposed and of which we sell a great deal in the very cheap grades. Even in this class of trade we find that combinations have the best sale.

There is one very great advantage about such a store as ours. We have very few overhead and upkeep charges. In seven years our outlay for decorating, etc., has not amounted to ten dollars. We maintain a good stock, a clean appearance and have a substantial looking place of business that is in keeping with our stock of goods and the men who come here to buy. An ornate interior would cheapen our goods. Inversely my friends, and competitors in the high-priced lines must spend small fortunes in oak, and mirrors and fancy show cases. You can't show a silk shirt off in the plain case that will do for a green and yellow cotton print. But there are people who buy green and yellow cottons.

Don't Keep Old Stock

We follow a definite plan in this low priced store and each display is based on some good live selling idea. For one thing we never trifle with old stocks. What is not sold this year is discarded. If we can't sell the goods we give them away, usually to some charitable institution and of course we don't hide our light under a bushel. The first of March is our official clearing out day. Last year we donated twelve dozen hats to one institution, and odd lots of other goods to various other deserving charities. We need all the space we have for new goods which we find the people insist on having, even in the very cheap lines.

Feature Cheapness Always

We work our windows very hard. Change every week and feature some article in each show, $1.25 shirts for 89c, $1.50 hats 89c etc., anything to get a man in the store where he can see the price tags of a multitude of low-priced goods. We price tag everything for our sale appeal is one of cheapness and if we did not feature this point we would be out of the running. For this reason we run a window special every week the year round.

Advertises in the Movies

We have one of the best arranged advertisements in the city. In a moving picture theatre that is very popular

(Continued on page 42)

HATS and CAPS

STRAWS give little indication of startling changes for the coming season and conform very closely to accepted lines with the 3¼ by 2⅜ measurement as the staple of the trade, and the extreme style represented by the 3¼ x 2½ or 3¼ x 2⅝. These are made in splits and sennets as of yore with bows impartially divided in their location at side, rear and quarter.

Rustic straws in coarse braids promise well again and are being stocked.

The season is not far enough advanced to forecast, with any degree of certainty the probable time of the first displays, but experience only goes to prove that there is more of conservatism in this line than in most. June 1 is the official straw hat day of Canada, May 24th at best the earliest days when sales in Canada at least meet with any great measure of reponse.

The average man's conservatism is such that it seems next to impossible to sweep him off his feet and force him into earlier buying, unless by good hap the weather is such as to force the issue on him.

Attempt to Force Sales Failed

Last year the interesting experiment was tried in Baltimore in a climate much more severely warm than ours, of crowding the male population into their straw hat buying on May 1, and so adding materially to the length of the season. Newspapers, windows and sales forces combined in one broad educative campaign, that pushed aside for the nonce the commercial rivalries which sometimes retard such movements. But all in vain. The movement fell flat, languished and died. Not until the usual time did buying commence. It was not that the hats were not wanted at that particular time. Man is a stubborn brute.

One Quebec dealer says that he endeavored to force the season last year by opening up the first week in May, and he declares that he injured the sale of other hats without hastening the sale of his straws. He is going to put it off until he sees the demand is right this year. Another dealer figures on the middle of May always as his time, although he does not expect to sell many hats until May 24. Still another says that he will not be bound by dates at all, but only by the weather. He plans to have his stock ready so as to drop right into the heavy business with the first indications of it from a weather standpoint without losing valuable days trying to sell straws when people will still buy felts.

Those Slaughter Sales Again

Rumblings of discontent may be heard by the onlooker in regard to that old sore—premature straw hat sales. The element that struggles for a uniform date of cheap sales grows larger each year with the increasing evidence at hand of the evil result of continually shortening the season in order to get ahead of one's competitor. Some proposals are heard of inducing merchants to subscribe to an agreement to not hold straw sales until the cream of the full price season has been skimmed and it would not be surprising to see July fairly well along before any quantity of such sales occur.

In this connection there is as yet no certainty that the dollar sales will hold sway this year as of yore, there will be sales, yes, but these possibly will be influenced as to prices by the upward swing of prices.

Even with all the men there are in the army the vast majority of dealers report a better business in all hat lines than last year, so it is fair to presume that the same will prove true of straws. Necessity is a powerful driver.

Available Supply the Thing

If the warm weather comes with a sweep and a rush it is service that is required more than sales pushing; the service of an adequate sales force and a big stock convenient to hand—that is, not stored away in the rear. If, of course, the warm weather comes gradually, the sales peak will develop in the same way, and must be aided by sales devices—especially by attractive window trims.

One dealer who has heretofore always carried only a high-priced line of hats now carries down to the $2.50 in felts, and states that he will carry the practice into his straw business. Although he pushes the high-priced goods, for the customer's satisfaction and his own ultimate good, he states that from a narrow standpoint he would prefer to sell the cheaper hats if he knew the customer would return to him when the first hat shortly needs replacing, as it is certain to do. This dealer says that the army has tapped that class who wear high-priced straws very largely and for that reason he intends to go after a cheaper trade. He believes that the high-priced mechanic of whom we hear so much nowadays has not yet developed the taste for high value in hats that he has in suits, as a different set of arguments apply to the case.

Panamas in Middle Ranges

For all that, a good trade in Panamas is being prepared for by local dealers—especially in the medium grades which will likely attract the economically-minded buyer of a good hat. These are almost entirely in the set shapes, while the high-class grades, of course, will be in the natural. The sailors which went so well last year also promise very well.

Black and white checks which have invaded most articles of apparel, from tie to socks, have not left the straw band untouched. This pattern attains one of its chief successes in the light Summer cap of black and white check silk crepe, for Summer and evening wear, that can be sold to such great advantage simultaneously with straws.

H. Bunting, who for some time has been acting as salesman in Malone's clothing store, Tilsonburg, has bought Mr. A. P. Malone's store in Strathroy. Mr. A. P. Malone has enlisted in the 135th Battalion.

* * *

H. Vickery, for some time engaged in the clothing business in Camrose, Sask., has enlisted for overseas service.

COLLARS & SHIRTS

"WITH regard to styles, color, etc., and general conditions in shirting business, we would say that the position of labor and supplies is a very serious one to-day with the manufacturer. The American market and the English market from which we draw a good deal of our raw material for shirt making are filled up with orders, and cannot accept very much future business.

This condition is occasioned in the United States by the unprecedented demand for merchandise all over that country, also by the demand from South America which has newly gone into the American market for goods.

The English market condition, of course, is strained by the lack of labor, and the manufacturer who has the piece goods in his stock, or has contracted early enough to get deliveries, is the maker who will do the business next season. Also the retailer who gets in early enough with his order on these goods is the man who will get delivery, for undoubtedly next Spring, the position will be this, business will be done with the man that has the goods to deliver both in the wholesale and retail way.

"The color situation has not improved in any way but is getting worse. Printers and dyers are advancing their prices weekly and are also withdrawing a great many colors. We cannot tell when the future supply will run out on any color, but the big demand in the United States is fast eating up the available supply in America.

"With regard to new materials and styles, it is very difficult to get a cloth maker to turn out anything new and the majority of lines shown are on the order of former numbers that have been successful in the past. A new cloth which is having good success for Fall is a high finish satin effect, made of good long staple Egyptian yarns. This should give very good satisfaction."

"As giving some idea of the frenzied demand for goods in the United States at the present time the following incident may be cited. Just a month ago one of the largest producers of printed goods in the United States brought out this Spring range. This was first shown in the morning, and the entire output was sold up by six o'clock."

Such is the opinion of one large manufacturer upon the present situation.

Another Canadian manufacturer says:

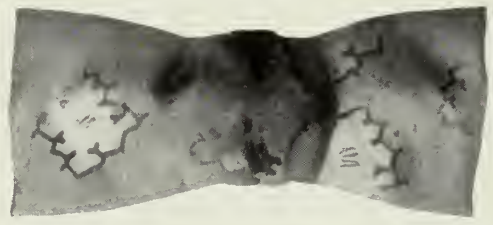
"Reference to the conditions in the shirt line, will say the writer has been to New York during the past week, and can report that merchandise in our line is very scarce, and find the reason for the scarcity owing to the extraordinary demands in the United States, and of course, the scarcity of dye stuff.

"The most important question with the Manufacturers in Canada to-day is the labor question. There is nothing new in particular regarding styles excepting there is strong demand for check patterns for next Fall and Spring.

The unfortunate thing is that this is not so much because more shirts are needed than in former years— though there has been a great stimulation in the call of late—but because the workers are really fewer. Manufacturers have no hesitation in attributing this unfortunate situation to the war. Those who have married soldiers, and those wives who formerly worked, are now independent as a result of the government allowance to soldiers' wives, and to a perhaps too generous distribution of the Patriotic Fund.

There is a diversity of opinion as to prices for Fall. Some indicate there will be an upward movement of 15 per cent. to 20 per cent. in colored shirts. White shirts and collars, it is generally predicted will remain at present prices for some time.

In collars it is considered a very serious matter to change the price, as customers have become accustomed to paying a certain sum—having been educated to that. It is felt a change would disturb the demand materially, and perhaps upset this for some time.



One of the new large piping bows, such as are selling so largely in the States. The width of this is hardly brought out in the illustration. It would be suitable for wearing turned in under one of the new wide open front collars. This particular tie is shown by Tooke Bros.

Manufacturers do not want to change the quality. Indeed quality and price are being held steady at present, the manufacturer absorbing the loss.

Soft and stiff cuffs it is expected will be in about equal demand for Fall in colored goods.

As to materials, for the lower numbers plain percales are expected to be widely shown. In the medium ranges cords and poplins and rep effects are to be the thing for the better qualities.

Designs, and colors too, will be more extreme than those shown for Spring, 1916. Colors are the thing, all combinations being shown, evidently the style to a limited extent following the United States tendency for flashy lines. The Fall range, indeed will show some extreme styles.

Summing up the situation—especially as it relates to shirts—this point might well be emphasized. This is a placing order year, and so will be 1917. Manufacturers may or may not have goods for sorting. Certainly they will not have wide ranges. Placing is the wise thing now, thus putting it up to the manufacturer to see that the goods are delivered when wanted.

WILL HOLD BACK STRAW HAT SALES

Dealers in Many Places Determine to Sell at Full Price Until August — Some Expect Difficulties Through Weak Attitude of Opposition.

HOW about holding back slaughter sales of straw hats until early August at least?

The wisdom of this was suggested in the April issue of Men's Wear Review, and since then the Editor has been in communication with some of the best dealers in all parts of Canada. Practically without exception they favor the plan. Some see difficulties; but evidently the majority intend trying to secure such a wise delay.

Here are some of the opinions:

WILL J. SIMPSON, ALEXANDRIA, ONT.

"I consider the slaughter of straws at an earlier date than August a most hurtful, unprofitable, and foolish procedure on the part of any dealer.

So far as this town is concerned we have nearly always adhered to the plan of selling all lines of Summer goods at regular, legitimate prices until the above date—at the earliest—and have found that 'it pays' to do so."

BELL'S, STAYNER, ONT.

"To delay slaughter sales of straws is a good idea. Believe it would be possible to get our merchants together on this."

J. T. BALL AND CO., ORILLIA, ONT.

"We are heartily in favor of postponing all sales of straw hats until August. The season at most is a short one and should not be unnecessarily shortened by premature sales, thus spoiling the profits on the merchant's straw hat department.

"Believe we can get our dealers together on this."

G. H. LUERY, STIRLING, ONT.

"We think June and July should be the months of selling straw hats at a profit and that August 1st is soon enough to begin to cut prices to clean up.

"We think it would be possible to come to an understanding here in this matter as we are practically of the same opinion on the matter now."

T. H. BROWN, ROSSLAND, B.C.—"I think the suggestion is good. It will be possible to get our merchants together on this."

R. A. HART, WEYBURN, SASK.—"To hold off slaughter sales until August would undoubtedly be profitable, but it doesn't seem possible to arrange for this."

D. G. CRAIG, WOLSELEY, SASK.—"I think it would be a good idea to fix a date for clean-up sales."

J. G. McINTOSH, SCHREEKER, ONT.—"We are not large users of men's straw hats. We commence to clean up on these about the 24th of July. Our season is shorter than it is in Eastern Ontario."

BROWNS, LIMITED, PORTAGE LA PRAIRIE.—"We heartily approve of the suggestion, to postpone all slaughter sales of straw hats until the first week of August, which is our usual custom, as we do not believe in putting the knife into straw hats at an early date in the season. Regarding clean-up sales, we might say that it might be quite possible for the men's wear dealers in this city to get together on the subject, but we think it quite improbable that they would do so."

ADVERTISING FOR BIGGER BOYS' BUSINESS

(Continued from page 49)

illustrations, such as this one in the O'Brien advertisement, could undoubtedly be procured without any greater expenditure.

This advertisement, as well as playing up boys' suits, has a good appeal for men's clothing business, and for business in general lines. That ad. should have brought business. It is worthy of study.

A Timely Appeal

"Dress Your Boys in Khaki," advises The Commonwealth, of Medicine Hat. Here is an appropriate suggestion. It, too, doubtless brought good immediate results.

Henderson and Cudmore have a good appeal, but the typographical work leaves something to be desired. The body of the advertisement is just a little dead looking, and the prices hardly stand out enough. In print, where goods can not be actually seen and felt, the price is very important. It is worthy of emphasis.

The writer feels that several of these advertisements might have been made better by a more direct appeal to the boy. After all—even where the boy does not pay over the money for his suit—he suggests the purchase. Get his attention, and he will do his best to get the attention of his mother and poor old dad. That's why the sporting page is a good place for such an announcement. The twelve-year-old, and certainly the fourteen-year-old, will look carefully at that page. That, moreover, is one reason for the use of an illustration, when a good one can be secured. A picture attracts and holds the attention of a boy.

DEALER NEIGHBORS WHO AGREE

(Continued from page 39)

with the class of people I want to reach. I arranged for a certain amount of space on the screen, I then went to various manufacturers and said, "Here, I have a proposition to make. You pay me so much a year and I'll run an ad. for you in conjunction with my own, telling people to buy your product at my store. This was agreed to in all cases, for I offered a good proposition. So now every night people are advised to buy So-and-So's hats at Gautchier & Dorvals or to go there for Smith's underwear. etc. The total of my receipts from the manufacturers just balances with my bill at the theatre.

Contrary to what might be expected we get a fairly good trade of steady customers, about fifty per cent. of the whole. The remainder are transient, the flotsam and jetsam of the city's population. However, their dollars are just as big as their more fortunate brothers'. And it is to be noted a good live window of smashing prices will sell twenty of them at a small profit in a morning and my high-priced competitor cannot expect to equal my resultant profit by his few sales of a higher priced article. We must bestir ourselves and wait on more customers but our profit is at least partly proportionate. A quick and frequent turnover is the secret of our modest success. The aggregate profit of twenty-five small sales is preferable because it is larger than the large profit of one or two high-priced sales. Also each sale, however small, serves as a feeder for other sales and helps to keep us in our place in the sun.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 16 CAPITALS IN WINDOW CARDS

ILLUMINATED capitals are not by any means a new idea in the making of window cards. They were used many years ago, and are yet used extensively in the printing trade. You come across them in daily papers, magazines and journals of all sorts. They are usually used at the beginning of the reader. They are never used lavishly, usually only one to a page. So it is with the show card. No more than one of these fancy capitals should be used to a card, and some cards should not have them at all.

For instance, as they are for the better class card, it is not advisable to use them on a card where a price is shown unless the price appears very small in the reader. The recognized use of the illuminated letter is to use them at the beginning of a neatly lettered card where the lettering is of a uniform size. The style of fancy initial used depends entirely upon the style of letter to be used on the remainder of the card. Do not use a fancy cap with a Roman letter or vice versa. One must harmonize with the other.

Keep Lettering in Centre

In laying out a card for this style of work, keep the lettering to the centre of the card. Do not have it sprawled all over the card. Another thing to be remembered in making this style of show card is that there is to be only one fancy thing on the card, and that is around the first letter. No other scrolls and flourishes should be used on various parts of the card. You will find it necessary at all times in this work to sketch it out lightly with a pencil before applying the color. This is necessary even for the most experienced cardwriters.

The Chart

The collection of fancy letters in the chart only serves to give an idea of what can be produced. Hundreds of other styles can be made just as effectively. These letters are all of a more or less fancy nature, but the plain styles which we have taken up in previous lessons can be made into illuminated capitals with as good an effect as those shown here.

The first "A" is of Roman formation, with the extra cross stroke added to give variety. This letter can be formed either with the music pen, explained in Lesson No. 16, or the round-writing pen. If a large letter is needed, it is advisable to use the brush stroke method, or it can be made by outlining with the pen. The letter is black and the scroll work is of a pale mauve applied with a small brush.

The second "A" is a fancy pen-outlined letter in black. The centre is a green opaque color, and the shadow is of a pale French grey.

The first "B" is of freakish, but striking formation. It also is outlined with a stub pen, with the centre left white. The diamond-shaped background has a double black border, with the centre in a rich shade of brown.

The second "B" is of very fancy formation. The only way this letter can be made is by outlining, or with the music pen. The letter is solid black, with a mild shade of grey for a shadow.

The "C" is an extended outlined letter. The interior is colored with ultramarine blue. The panel behind the letter it is of a pretty shade of pale blue, with a pale grey outline. There are many other color combinations which can be used, such as two tones of green, brown, etc. This letter should be a fancy cap on a card lettered in Roman.

The "D" is of modernized "Old English" formation. It is a pen outlined letter with a heavy shade of black on the left and lower side. The centre of this letter can be filled in with any suitable color to match the card, or it can be left plain.

The first "E" is of an uncommon formation, and should be used on a card where a square-faced or block letter is used in the reader. The letter was first outlined with black and filled in with a medium shade of blue. After this was dry, I added dots of thick white, as shown. The shade on the left and lower side of the letter was of sky blue. To work up two tones of the same color on fancy caps similar to these makes a very attractive card, and does not appear overdone or splashy.

The second "E" shows a very graceful letter of the semi-outlined style. The outline is of black made with the pen. The centre is left white. The shield-shaped background is of pale green, with a broken dark green outline. This letter should be used on a card when the remainder of the lettering is of a delicate Roman formation and executed with the music or round-writing pens.

The first "F" shows a letter which is easy to make. Draw the circle first with the aid of a compass, then place the letter in the centre of it. This letter is a black outline block style, with the centre a pea green shade. The background is a pale shade of mauve. This letter should be used on a card with other square-faced lettering.

The second "F" shows a fancy-shaped background effect. The only thing in the formation of this letter from the ordinary Roman letter is that the two upper right-hand spurs are made to curl to the left instead of the right. Any suitable pale shade can be used for the background of this letter.

The first "G" shows a letter very heavily colored and one that is not always desirable. While it shows up well on some cards, it is not advisable to use it on a card for a dainty display. The background of this letter is of a

green shade with a darker green used as a shade for the letter.

The second "G" is better for the dainty show cards, as it is not so conspicuous as the former. It is a condensed formation and black in color. The background is striped with pale grey and outlined with the same shade. This must be done with a small brush.

The "H" shows a diagonally-striped outlined letter. It is of the block style, and should be used on cards with other types of the same class. A pale green background is outlined with gilt, and the letter is outlined with a dark shade of green.

The second "H" shows an excellent one in fancy cap pattern. It is a clean-cut solid black letter of snappy formation. In this case a pea green was used as a shadow.

The "I" is a black outlined letter, with the centre left plain white. A line of red dots surrounds the letter. The shield-shaped background is of a pale mauve.

The first "J" shows a rather striking formation. Any dark color can be used for this letter, but a pale shade must be applied for the scroll work.

The second "J" shows an outline letter with the left and lower side made heavier than the remainder of the letter. A dark green letter with a pea green background makes a good color combination for this letter.

The first "K" is quite simple, being a spurred block outline letter, with an outline of pale blue.

The second "K" is of upright script formation, made with a stub pen by the outlining and filling in process. It is solid black, and the circular background is of a rich shade of light orange.

Daintiest Letter of All

In the "L" we have what is considered by some card-writers the daintiest letter of the lot. It has a light outline of black, with a mauve centre. The ball is gold. The suggestion of a flower is quite suitable for the spring season.

The "M" is an oddly-shaped letter, and should be used on cards when the remainder of the type is of similar formation. The background is a pale green shade, with a darker shade of green outline.

The second "M" is one that should not be used on any kind of show card on account of it being hard to read. It is an outline letter with black diagonal stripes. The shade is grey.

The "N" is a very gracefully-formed letter, and can be used on a card with either Old English or Roman lettering. It is an outline letter with a dark green centre and shaded with a pale green.

The first "O" is quite simple. It can be formed with either pen or brush. Any suitable light shade can be used for the background. The second "O" shows the straight Roman formation with the two diamond shapes added. The centre of the diamonds is dark blue and the centre of the letter is pale blue. A pale grey or gold shade can be used to make the letter stand out.

The "P" shows another letter that can be used on a card where "Bradley" type is used. It is entirely a pen outlined letter in black, with small diagonal strokes on the left and inner side of the letter. The shaped background is a pretty shade of buff.

The "Q" is a very decorative letter. Many color combinations can be used here. Black letter, with a buff background, with an orange shadow on the letter and the scroll work of pale green, is a good suggestion.

The first "R" shows a script letter worked over a

(Continued on page 45)

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of "The Review" do not necessarily hold themselves responsible.

SOME NEW SPORTING PINS

Here are shown some of the new sporting pins for Summer cravats now being shown by Pearson Bros. of Montreal. They are made, it will be noted, in a wide range of designs—giving the merchant a good selection.

THIS illustration of a "W. G. & R. collar" with Sword's Marne bow, pictures the up-to-date tie with the collar that just suits it.

Both remind one of the styles of years ago, but we all know the styles come around in cycles, and these are correct for 1916.

CARDWRITING MADE EASY

(Continued from page 44)

two-tone band. This letter should only be used where the remainder of the lettering is script. It is a solid black, outlined and filled in letter.

The second "R" gives the bizarre effect. The letter is outlined with a small pen in black. Various spots of bright colors are arranged haphazardly in the interior. The double shadow is of two tones of green.

To make the first "S" it must be marked out accurately with a pencil before ink is applied. The body of the letter is black diagonal stripes, with a black shading line on the left and lower side. The shadow is of pale blue.

The second "S" is a solid black letter, with an outline of light red, and a darker shade of red is used over the light red as a left-hand shadow.

The first "T" gives a newer variety of the fancy capitals. The letter is outlined with a shaded centre. The pale blue background shows a pretty spray of spring flowers over it.

The second "T" shows a very popular shape for this letter. The background is mauve, with a deeper shade of the same color as an outline and shade for the letter.

The "U" is a mottled letter, with a pale green ground. This makes a good letter for a spring card.

The "V" is a very dainty and neat letter. It is especially adaptable to card used in showings of a quiet nature.

Popular Shield-Shaped Letters

The first "W" has its interior shaded. From a dark brown at the bottom, it gradually fades to a cream at the top. The background is a light brown.

The second "W" shows the use of the popular shield shape. It is a pretty shade of blue, with a black dotted outline. The letter is black with a white centre.

The "X" shows the heavy stroke shaded. Commencing at the top and bottom, it fades from a dark green to a pale green at the centre. The background is pale green.

The "Y" shows an outline letter with a heavy shade on the right and lower side. The letter is of a dark blue, with a pale blue centre.

The "Z" is of script formation, with a gold outline.

A WEIRD ADDRESS

There came from Santiago this month a letter addressed as follows:

Senores,
Dominion Suspender Co.,
Estados Unidos,
Niagara Falls,
Canada (Ohio).

The letter got to its destination on time, which indicates the company must have become widely known in other countries.

R. F. Fralick of the Dominion Suspender Company, states that it is a reasonably common thing to have letters addressed: Niagara Falls, Chicago. But he admits the address of this letter is somewhat unique, showing as it does the writers general impression that the United States is in Niagara, and Canada a part of Ohio.

SUSPENDERS GOING HIGHER

Troubles aplenty are being met by manufacturers of suspenders, and to these must be attributed the advance of from 15 per cent. to 20 per cent. in the price of the finished product. Buckles, which were 40c are now 65c per gross. Other buckles, which even a year ago could be secured for 75c are now at $1.05 per gross; while a certain style of button, much used, has advanced from 40c to 60c.

Even more upsetting has been the advance in the price of web. A line which used to be procurable easily at 5c is now at 6½c, and a proportional increase is generally noted.

WHAT a MILITARY CAMP MEANS to a MERCHANT

It Has Been Estimated Each Thousand Men Means About $40,000 Per Month in Pay Alone—Puts Other Money in Circulation, Too — General Business, as Well as Military, Bound to Be Brisk.

NOW is at hand the biggest selling season of the year for military lines.

Especially big is the opportunity for those dealers fortunate enough to be located in a place which will be the central point for one of the big camps.

Just what it means to have one of these big camps may be well instanced by quoting the case of London, Ont. There the expectation was that 15,000 men would be under canvas. As a matter of fact, later word seems to indicate that the number will be increased two or three thousand, but calculations were made upon the 15,000 basis, which indicates that in pay to the soldiers alone there will be coming in something approaching $600,000 per month.

Other Sums Too

In addition to this, of course there will be sums coming to the families of those soldiers who are living in London, or who come to London during the life of the camp. Then again, there will be huge sums spent in London by the commissariat, for the goods which are needed at the camp.

All these things mean a tremendous opportunity to the men's wear dealers. It is true that the soldiers have their outfits, but experience in the past has amply proved that they are not supplied with everything the heart could wish. New suits of underwear, new handkerchiefs, new shirts, new suspenders—all these things are frequently wanted. Then, when on all but formal drill, the trousers of the riding breeches type will be popular.

Display Important

Let these lines be displayed prominently in the men's wear windows—and there is no doubt but that they are going to be displayed—and a fair part of the pay which the soldier receives will go for these goods.

Change in Uniform and Its Effect

And then there is the officer. The officer's business during the past month has been given a slight set-back by reason of the fact that the young men entering the officers' training corps are not now wearing khaki, but a strange looking uniform of red tunics, blue trousers, blue forage cap, and almost anything of the nature of an overcoat. This, however, has only caused a temporary setback. Let the officer once get his certificate, and a uniform will be in demand.

For the summer, moreover, new uniforms are going to be wanted by those who have for some time been in khaki. The heavy flannel is not going to be the thing, and dealers who play up the line prominently, and who get out after the business will be able to sell a great many uniforms made of lighter material, such as duck.

Branches at the Camps

This military business, however, is a line which particularly lends itself to working by outside salesmanship. Many dealers will have their men going right out to the camp this year. Some dealers, that Men's Wear Review knows of, are already arranging to have branch stores practically on the camp ground. Running these at certain hours—when the soldiers are off duty—big profits should be earned.

This business, of course, would be largely with the private soldier. The officer must be approached more carefully, but to one who uses tact this is an easy matter. There is fortunately no great amount of red tape to the Canadian military camps, and the officers are all exceedingly approachable.

It is surprising how far from the camps the soldiers do stray at times. The Valcartier camp is said to have made things very much busier in Quebec, and the belief is that even a greater improvement in conditions there will be noted this Summer.

Soldiers Raising Own Food

By the way, there is an interesting feature about the Valcartier Camp, which will have some effect upon general conditions. All around it land has been hired from farmers, who are very willing to rent this out because of the scarcity of labor, and this is being cultivated by soldiers and crops put in. The idea is that much of the supplies needed for the camp can be grown at the camp in this way.

That will somewhat reduce some of the benefits which come to the men's wear dealers through the proximity of the camp. Where all the supplies required for the camp are bought from the farmers, or from the local merchants, a volume of money is put in circulation, which, in the natural course of events comes back in part to the men's wear dealers. He readily benefits as the whole community benefits.

This point makes it very evident that where a camp is held, the whole attention should not be given to the military lines, but that the merchant should use the military end to swing in this special business, and should at the same time keep hammering away at his civilian trade—the trade which fortunately will have the money with which to buy the necessary goods. However, wherever there is a camp the demand for buttons, emblems, etc., and all the articles of clothing used by soldiers will certainly be tremendous.

SPRING SUITS GIVEN AWAY

One of the most novel schemes yet tried by any of the overseas battalions has been worked by the Bantam Battalion. The last two evenings of last week an "ad." appeared in the papers offering a spring suit free to each of a limited number of men of small stature who first applied for them, the offer being made by "The Cooch Stores." 16 Adelaide Street west. Cooch happens to be the name of the Quartermaster of the 216th Battalion. "Burton's Bantams" and 16 Adelaide street west is the headquarters of the battalion.

They Saw Visions

There was nothing about the attractive "ad.", however, to indicate that it was prompted by a recruiting campaign, and many men who filled the requirements mentioned in the "ad." saw a vision of getting down early and securing a spring suit given away by some enterprising firm for the purpose of introducing their spring goods.

When the first detachment of applicants arrived at 16 Adelaide Street west the spring suits were there, plenty of them, and there were lots of clerks ready to hand them out to the applicants, and—the spring suits were khaki in color, and the clerks who were so eager to give them away were members of Col. Burton's recruiting staff.

BOYS' DEPARTMENT

HOW ABOUT THE EXTRA PAIR OF PANTS?

This is Urged by One Successful Man, Who Contends It Can Only Bring Profit—He Also Favors the Offering of Prizes as An Inducement

ALWAYS there are more boys than men. In these times it is truer than ever, for in the clothing trade at least the enlistment of 300,000 has greatly reduced the market for clothes which the retail dealer has come to depend upon.

It is this fact, perhaps, which gives added importance to the boys' clothing trade at this time, and causes it to become the subject of speculative interest by dealers who in the past have been content with men's lines.

But there are other reasons for the present interest.

Time was when boys' clothing was an aside, an outcast in the men's wear store, if indeed it found a place there at all. From that, to the proud position of a leader is a big move—but such has been the step; and to-day boys' clothing has a place far forward; has its own racks, its own glass cases. Why? Simply because boys' lines are to-day in great demand, and manufacturers and merchants alike have seen and seized this development of a new opportunity.

The line was neglected for so long that it ceased to be taken seriously. In the first place, juvenile tastes, in keeping with parental incomes, were simpler and pa's pants were too often good enough for a long and ladder-like succession of brothers whose prototypes in this year of grace it is to be feared would go naked and unashamed before submitting to such an indignity.

The contrary is so true that they even demand their own niche in the style book of each season and style more than quality is as often as not the thing most in demand by the juvenile connoisseurs and their maternal purchasing agents. The lapel and collars only are copied direct from the men's sizes; the other features are distinctively the boys' own, from the buckle of his knickers to the pleat of his Norfolk.

Better goods are going into the increasing styles every year and this narrow line that used to sell from $3.00 to $6.00 is now offered and sold in a great variety of styles and values up to $18.00 in general and even higher in some cases.

The transition, although only apparent to the naked eye in the past few years, has been in process of gestation for much longer. The demand was present in a nascent state but it required the Mosiac rod of the manufacturers' aroused interest before the waters of increased sales gushed forth from the rock of generations of neglect.

Speaking with a man who has made a great success of boys' goods, he remarked:

"The business is still in some respects in a formative state, with a lack of definiteness in some features, as in the case of extra bloomers upon which opinion is still divided.

"Self interest, however, points the way to the stocking of extra pairs as most parents are impressed with the utility of the idea for a boys' wear and tear. There is, moreover, the added advantage of playing both ends against the middle by being able to turn extra pairs that are not sold with the suit into the stock of odd bloomers so that if they will not sell in one department, they will in the other.

"Undoubtedly the merchants' sales at the end of the year are the larger for such an addition to his stock. The only difference is that the boy is better dressed. The demand is added to instead of curtailed.

"With a more liberal education of the public, a general demand for two pairs with every suit may be expected. But the trade must assist in this education.

"Opinion is still divided as to the giving of prizes but undoubtedly the addition of a baseball, bat, or jack knife to the bargain offers a tempting inducement to the youthful purchaser. And this is to be noted; that in a large number of cases it is the boy who chiefly influences the decision and by that decision quite largely influences the later buying of his sire for his own needs. As it is in religion, so it is in trade, catch the young generation and the rest of the family follows."

The case is cited of two merchants in a country town of Quebec, one of whom refused to carry a line of boys' clothes that the other after mature deliberation went in for and pushed most aggressively. That was two years ago. The buyer not only developed a good boys' trade but slowly and surely sapped the trade life blood of his opposition until to-day the latter faces the knowledge that to save himself he too must stock the boys' lines and as best he can, overcome the other's two year's lead.

The other man in this case made a particularly strong bid for the boys' business by taking a healthy interest in their youthful sports and keeping in active touch with their various school athletics, etc. He has become known as the boys' man of that town to such an extent amongst the parents that the latter feel a grateful appreciation to him for the paternal interest he evinces in the well-being of the youth of the town. Happily he has an errand and store boy who boy-like, is only too glad of any encouragement in sport and by encouraging and assisting him in keeping up a membership in various teams the merchant is enabled to maintain a direct connection that he would otherwise lack. Boys even more than men are susceptible to the delicate flattery of personal solicitation; it gives them added importance in their own eyes and insures their growing trade.

Ads That Are Building Bigger Boy's Business

Have Your Boys Well Dressed
At Little Cost--Our Boys' Department can do this for you

Boys' Norfolk Suits—With or Without Yoke—In Blue Serges, Brown and Grey Worsteds and Tweed Mixtures. Some with Two Pair Pants. Sizes 7 to 16 years. Regular Value $5.50 and $7.00 $4.50

All Wool Blue Serge Reefers
Ordinarily Called Pea Jackets. With or without Brass Buttons. Reg. $4.00 value $2.50

Full Range of Odd Pants for Boys to Brighten Up the Old Suit with. Bloomer or Knee Styles

BOYS' TAILOR MADE CLOTHES DEPARTMENT for Young Men of 10 to 17 years

Everything in Clothes for Boys

WM. CURRIE LIMITED,
423 Notre Dame Street West

15 OFF YOUR ROUTE IT PA

MOTHERS
Are the Best Judges of
BOYS' CLOTHES

They know how the clothes wear, and how they look, day by day, whether they are really what they pretend to be at the time they're sold.

From the fact that mothers come back again and again to this store, we know that our clothes give satisfaction, represent the utmost value, give longest wear and best service.

Boys' New Spring Suits, new models, ages 2½ to 8 years. Prices ..... $2.95 to $5.00

Big Boys' Big Bloomer Suits, new Spring models, ages 8 to 18 years, sizes 25 to 35. Prices ..... $4.00 to $11.00

Extra Bloomers, sizes 22 to 35 ..... 60c to $2.50

P. J. KEL

O'Brien's O'Brien's
The Man's Store

This season we start the spring campaign with the finest showing of the most extraordinary Clothing Values the trade. No misrepresentation. No misleading statements. Satisfaction Guaranteed or Money Refunded.

Over 500 Suits
Everything that's New for Spring

Men's hand tailored Worsted and Tweed Suits. These are perfect fitting garments made in the prevailing style. Easy fitting sack with natural or semi-peg trousers two or three button, model, with new wide lapel. Browns, Greys, Fancy Checks and Stripes.
$10.00, $12.00, $15.00, $18.00, $20.00

We are famous for our Navy Blue Serge Suits, secured on contract price, before the advance. Guaranteed colors, handsomely tailored and perfect fitting Suits. You will be delighted with these, all sizes 34 to 44.
$15.00, $18.00, $20.00, $22.00

Boys' Easter Suits

An immense range in the latest pleated Norfolk Suits full large size bloomers, in fancy tweeds.
$3.75, $4.50, $4.95, $5.95, $6.50

Extra fine quality Blue Serge Suits in pleated Norfolk and D B style.
$6.95, $7.50, $8.50, $10.00

en's Rain Coats

table value $5.00
an Paramattaa, good weight, suitable for motor $7.50
ture English Paramatta Coats at $9.85. Others $12.00, $13.50, $15.00 and $18.00

ar, Easter Shirts, new Spring Hats,

O'BRIEN
H STREETS. ST MARYS

Dress your boy in Khaki

We Have Just Received a Shipment of Boys' Patricia Uniforms including Cavalry Officers', Top Coats and Tunic Uniforms.

These are made correct in every detail of military regulation for the uniforms of the

You Can Get a Suit From $2.

Caps to Match.

THE COMMON
Men's and Boys'

"The Haberdashery"

Boys' Norfolk Suits

Handsome Norfolk Suits for boys, just opened. Fit Boys 7 to 17 years. Dark rich patterns, mixed tweed effects. Greys, Black and white checks and Navy Blues.

We pay particular attention to our boys suit department, and you will find something a little nicer than the ordinary here. Prices $5.00, 6.50, 7.00 and up to $13.50

Henderson & Cudmore
SUNNYSIDE

ADVERTISING for BIGGER BOYS' CLOTHING SALES

To Interest the Mother, the Father and the Boy Himself, Good Copy is Being Prepared —An Analysis of Some Advertisements—Could These be Improved—Need of Planning Ahead.

TWO features, there are to the boys' clothing question at the present time. One, as brought out in our April issue, is the fact that many women have more funds than in the quieter days of peace. The other—and a vital fact it is from the standpoint of the men's wear dealer who handles clothing for the men in the making—the other is that the boys themselves, many of them, have money at the present time.

War brings with it unusual conditions. It has enabled many laboring men to serve their country, and their family at the one time.

A Frank Statement

A case in point may be cited where a laborer in Galt, who had been earning $11.00 a week, joined the colors. Frankly he told his employer something like this:

"I can better my condition by enlisting. If it comes to fighting, as it may, why I guess I can do my bit with the rest. In the meantime I'll get $1.10 a day, or $33.00 a month. Then my wife will get the $20.00 separation allowance from the government, and $5.00 for each of my two kiddies. She'll get another $5.00 from the Patriotic Fund (the man was looking ahead here, but his surmise proved correct) which will give us $68.00 per month all told. When I go to England I'll make-over $15.00 a month to my wife, which means she will have, for herself and the children, $50.00 a month—more than I can earn here; and she won't have to keep me."

Now that may be a cold-blooded. mercenary way of looking at enlisting, but facts are facts and such is the viewpoint of a considerable number. We all can think of just such cases as this one in Galt.

That woman—woman-like—will spend a good part of her monthly income for clothing; and also woman-like a good part of the clothing will be bought for the children.

This makes a part of the men's wear dealer's opportunity.

Then there is the opportunity which results from the larger sums mechanics, generally, are now earning, and a fair part of which goes for boys' clothing.

The Boy Himself a Buyer

But still another opportunity results from the money which boys themselves—older boys—are now making.

The labor problem is a big one now. Men are scarce. So are girls, and boys are being called upon to do the work thus left, to a considerable extent. Boys from fourteen to seventeen are taking positions in far greater numbers than usual, and as the demand for such help is for the time at least greater than the supply, boys are getting larger pay than would be the case under ordinary conditions.

And the result? Why the boys are spending their earnings more or less wisely, and no small part they are spending for clothes. Yes the boy is particularly worth appealing to at the present time.

And there can be no doubt that dealers in all parts of Canada are making the appeal—to the boy himself, to his mother, and to the father. The three frequently have to be pleased with a boys' suit, and the dealer therefore has to present his offerings with particular skill.

Windows are being used to splendid purpose. Boys' clothes lend themselves to such display, and proper trims unquestionably bring results.

Fine Advertising Being Done

And more perhaps than for years, boys' clothing is being advertised by retailers in their local papers.

During the month Men's Wear Review has been watching the advertising of boys' lines. Many advertisements have been examined, and on the opposite page some of these have been reproduced. They will, it is felt, be of aid to other merchants, suggesting to them ways of preparing advertisements which will stimulate the sale of boys' suits and overcoats. There is, no doubt, more money now available for the purchase of such goods than for a long, long time, and it only remains for the dealer to so emphasize what he has to offer that he will get his full share of the business—that he will cause parents to realize the value of having their boys well dressed—that he will lead boys to determine a good purpose to which they may put their earnings is to buy some clothing peculiarly fitting to one who has entered upon his work as an earner.

The advertisements shown bring out the facts in good style.

Good Use of Type

Take the one of William Currie Limited, Montreal. The use of type here is good, the light face giving a pleasing appearance, and the black face used to bring out the price, causing that to stand out, fairly compelling attention.

P. J. Kelly of Stratford, strikes a wise note in his appeal to the mothers. "Mothers are the best judges of boys' clothing," he says. Indeed they are. They have to do the mending. Mothers come back to the store for more boys' clothing, it is said. There is the suggestion which tends to lead other mothers to try the suits sold there. Also this is a phrase which makes former buyers think of their purchases, leading them to remember that the suit was satisfactory, and that another is about due.

Perhaps something might have been said to explain why the clothing bought at this store has been so satisfactory—and why it will be so found again. **Reason? Why copy**, this has been called. That would have helped, and yet it must be remembered everything can not be said in one advertisement.

Value of an Illustration

There is a splendid action illustration in the advertisement of D. L. O'Brien of St. Mary's. Now a good illustration is unquestionably a good thing. A poor one, on the other hand, may do more harm than good. This question of securing illustrations is not an easy one always. Dealers, however, can often secure these at small cost from their manufacturer. The local paper, also, can often assist in getting these. All that is necessary in fact, is to plan a little in advance.

That is one of the weaknesses of advertising. In the buying a dealer plans well ahead, but what dealer figures his advertising a month in advance? Yet if he did, fine

(Continued on page 42)

APRIL'S PRIZE WINNING WINDOW

THESE TRIMS SHOULD BE KEPT BY ALL INTERESTED.

Many are unseasonable when they appear, but will give most valuable ideas a little later on. Howard R. Locke and William S. Wallace combined to make this month's prize winning window in the store of McLaren & Co., St. Catharines.

AFTER considering other trims, which at first seemed equally good, the judges of Men's Wear Review's monthly window trimming contest decided to award the April prize to the two young men who arranged the display illustrated above. Their reason was simply that the trim not only seemed likely to attract and hold attention; but that it had a real purpose—a real appeal for many who would pass McLaren and Company's store—in short that it was a window which would sell goods.

Those responsible for this display have this to say of it:

How Window Was Arranged

"This window was trimmed expressly to feature nationally advertised goods. It was an exceptionally big business-getter and was on display for an entire week. During that time we might say something was sold of everything displayed in the window.

"The ideas of the window were carried out in this manner. It was arranged in the very late Fall, just after the leaves had fallen. Our background was paneled mahogany, with clusters of green and gold foliage. The floor was strewn with brown and gold colored maple leaves. The centre consisted of a library table and two chairs to match. On the table were books, cigars, a pipe and tobacco, and an ash tray with a partly smoked cigarette on it. On the centre of the table was a reading lamp with two high-powered red lights which gave the window a rich hue at night. On the one chair was a house coat, and on the other was carelessly thrown an overcoat, hat, gloves and cane.

"The display was commented on by several people and we were congratulated by our employers.

"We are only amateurs at the window trimming, and all our work is from our own ideas. We never had any training of any kind in this line.

"The picture was taken at night and that is why you can see the reflections of the street lights and of the lights from the store window opposite."

Giving the trim the home-like appearance, by means of the library table and chairs—doubtless borrowed from another department—was a splendid stroke.

Ever notice how a trim that has the appearance of a house interior always draws attention? It is a fact, doubtless resulting from the human desire which practically all possess, to see how others live. Let a blind be up in a house, at night, and the natural inclination of the passerby is to glance within. So with the window trim, dressed to represent a house interior. In the most natural way possible it draws people's attention.

MEN'S WEAR REVIEW REGULAR MONTHLY WINDOW CONTEST

To encourage merchants and clerks having their good window trims photographed, so that the ideas of these trims may be clearly brought out to assist other dealers, Men's Wear Review started its Monthly Window Contest.

The results have been gratifying in every way, entries being received from east and west, and the trims being of high order.

Some which have not been awarded the prize were yet very good—they failed to win, perhaps because they lacked something of the selling punch.

That trim of yours sold, didn't it? Send it in, then. If it wins our May prize, you get $1.50 for the photograph and $5 prize. If it loses, but is so good we want to use it in Men's Wear Review, you'll get $1.50 to cover cost of the photograph.

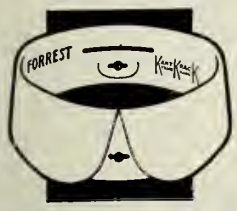
Let us have your trim early in the month.

The attention once gained, in this case, there was ample to hold it. Moreover, it was goods which are for sale which held the attention. That is a vital point. In using furniture in a men's wear window the greatest care is needed to see that it is not the furniture, but the men's apparel, which people regard carefully.

This trim is one which would be a splendid seller before Thanksgiving, or before Christmas.

KANT KRACK TRADE MARK COATED REGISTERED LINEN COLLARS

Order conditionally—



FORREST — Something new. Sizes 13 to 18

GRANT—One of our very latest. Sizes 12 to 18½

LAMON — A quick selling line. Sizes 14 to 19

HAMILTON — sells quickly. Sizes 12 to 18½

ARAD — Well worth featuring. Sizes 12 to 19

If you are at all skeptical or have any doubts about KANT KRACK Collars proving satisfactory, we would be pleased to forward you an order conditionally that if same is not satisfactory to you and your customers you are at liberty to return all unsold goods to us within sixty days of the receipt of same and at our expense. We will credit your account with goods returned and refund you any money paid for collars returned.

This is a KANT KRACK policy which has met the general approval of the Men's Wear trade of Canada. It means an absolute guarantee of satisfaction—a guarantee that in ordering KANT KRACK collars you take no chances.

And Remember this:

KANT KRACK collars are made in "one grade only, and that the best." Remember, too, that we have but one price to all and sell these Canadian made collars direct to the trade only—no middleman takes a slice, no in-between medium to disorganize our service to you.

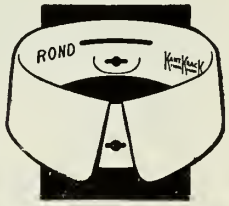
Remember the KKK in ordering waterproof collars.

THE PARSONS AND PARSONS CANADIAN COMPANY

Makers of the famous KANT KRACK *Coated Linen Collar*

HAMILTON, CANADA

KANT KRACK TRADE MARK COATED REGISTERED LINEN COLLARS



ROND — A favorite shape. Sizes 13 to 18

PILSEN—A Natty Seller. Sizes 12 to 18½

ZARA—a very popular model. Sizes 11½ to 18½

For Boys. Sizes 11 to 19

BOZEN — Something different. Sizes 11 to 20

NECKWEAR

THE whole question of silk supply is becoming, if anything, more acute—yet in spite of this Men's Wear Review must frankly confess itself less sure of a coming advance in the price of ties, than it was some weeks ago. Competitive factors, indeed, have come to the front which seem quite likely to hold ties at the old figures—though there can be no doubt such a state of affairs will mean actual losses for some manufacturers. Those who have good stocks on hand will get through without much more trouble than has been experienced for the past year; the smaller concerns, however, which perhaps have not yet developed such a strong buying connection, will be hard put to it.

Scarcity Will be Felt

It does not seem at this writing—that with the Fall will develop an actual scarcity of ties. In fact this has already become true to a considerable extent. Going about from tie manufacturer to tie manufacturer Men's Wear Review has seen orders being rejected—some because the credit of the merchant ordering was not above suspicion, and these are days when the manufacturer is taking no unnecessary risk of loss, since he must stand so many losses as a result of the war—some rejected because the goods ordered simply did not exist. The "sold out of that line" letter, is becoming almost a form letter for the manufacturers these days.

Three new ties. On the left is the new reversible graduated stripe shown by Tooke Bros.—said to be a tie which is practically indestructible. In the centre a Sword production in the popular panel effect; and at the right a Milne big seller in Belgian stripes.

Order Alternative Lines

In view of this state of affairs, it would seem a wise plan for merchants to regularly place alternative orders—so many of such a pattern, or if that should be sold up replace by such a pattern—this procedure has, indeed, to be adopted by manufacturers in their ordering—otherwise their shipments of silk are being more than ever delayed, for this is a time when the silk mills are glad to be released from an order.

As in so many other lines the labor question is a serious one—though not as serious as in the manufacture of shirts. Neckwear manufactureing is peculiarly highly specialized. A girl in such work can usually make more than she could at any other, and therefore is not tempted to jump from one position to another.

Regarding styles a few impressions will be of value:

Some Popular Styles

The printed velvet failles have been one of the large sellers this Spring, and from all indications will continue so through the season, the trade seemingly going more in favor of this particular class of merchandise each season.

Also it is reported there is a large demand for satin finished foulard spots. Both large and small checks are also good; while satin warp stripes, with tissue figures on dark ground and with separate checks are good sellers for Spring.

The Jacquard patterns with tissue figures in either one or two-tone effects are good both in large and small effects. This pattern gives just enough life to the article to make it attractive and make it different from the old original allover jacquard patterns.

Mogodors, Club Stripes and Grosmobile Cords are always good for the Spring and Summer trade.

A New Line

Neckwear manufacturers are getting out a new idea in the printed satin goods. These lines are very similar to the printed failles which have been so popular with the trade and they should prove very good sellers as satin ideas at the present time are in big demand, and will no doubt be a profitable line.

Ombre warp stripes also are reported as selling rapidly. These are worked out on large figured patterns which make it a very attractive novelty and something a little different from the ordinary ombre, since the jacquard figures take away a certain amount of boldness from the ombres.

Other good sellers are the blue warp goods, particularly in the new Joffre blue with two-tone tissue figures.

W. R. Jackson, of Rowe, Jackson & Co., Dunnville, is in the Hamilton hospital. His duties as Mayor, added to business responsibility, have brought about a run down condition which necessitates a complete rest.

C. W. Watson, formerly a private banker of Comber, has bought the general store business of Crawford's Limited, Tilbury.

HERE we show two of our wide, new range. On the right is our Warrior Bow, made especially to meet the demand for big bows. It fits perfectly the new collars. This Warrior is made in many designs and colors.

On the left is one of our Woven Tubular Ties—a Tie which wears wonderfully, holding its shape, and slipping easily through the Collar. This Tie is made in twenty-four different designs. It will prove a splendid seller.

For many years we have been buying silks, always taking our discounts; and now that silk is scarce, and the old customer is given the preference, we are able to get whatever is available.

We can give prompt deliveries. Our summer supply of silk is assured. We got the best values, we feel, and can give you what you want for your trade, when you want it.

Niagara Neckwear Co.

Limited

Niagara Falls Canada

STRAWS

SWAN-RUSSELL HATS

In stock for immediate delivery. Let us have your order now, while our stock is complete.

PANAMAS SNOW WHITE BLEACH NEWEST SHAPES JAVAS
YEDDOS SENNITTS SHANSIS

SWAN-RUSSELL CO., 59 Bedford St., Boston, U.S.A.

MILLER BREECHES

HAVE MADE A BIG HIT ALL OVER CANADA

Every private wants a pair the minute he sees one.

The neat, snappy appearance and comfortable fit make an irresistible appeal to his pocket, and once sold will bring all the soldiers in the locality to your store.

Our prices are right and are within the reach of every soldier while giving the dealer a worth-while profit.

MILLER BREECHES are the only line on the market made from the Canadian Regulation Khaki Serge and cut full of snap and comfort.

Limited quantities available now for immediate delivery.

We are makers of the celebrated Rite-Fit Spiral Non-fray Puttees. No. 1, $21.00 per doz. No. 2, $16.50 per doz.

Straight Puttees—$10.00 to $15.00 per dozen. ALL NON-FRAY.

The Miller Mfg. Co., Limited

44 York Street, Toronto

UNIFORM CONTRACTORS TO THE DOMINION AND IMPERIAL GOVERNMENTS

$20,000.00 WORTH OF MEN'S NECKWEAR

Ready to ship for Spring business, at old market prices

	Per doz.
Lot AA—$1.00 seller, extra large shape, pure silk cravat with "slip-easy band" and diamond tack protection in back	$4.00
Lot A-1—75c seller, silk four-in-hand, with diamond tack protection in back	$3.25
Lot A—65c seller, extra large shape, regular ranges and assorted colors and patterns, with diamond tack protection in back	$2.75
Lot AB—50c seller, extra wide shape four-in-hand	$2.50
Lot B—35c seller, silk, four-in-hand	$1.90
Lot 5—35c seller, fine knitted ties	$1.75
Lot W—35c seller, "bat wings," good quality	$1.75
Washable Tubular Ties, fine silk woven, good quality, $1.00, $1.25, $1.50 and	$1.75
Shield Bows, extra assortment of colors and patterns and plain black	$0.75
Shield Tecks, good assortment of colors and patterns	$1.25
Plain Black Silk Barathea	$1.50
"Sport Ties," extra assortment of colors and patterns, with embroidered rings to match	$2.00

All the above prices are strictly net. All the above goods come in assorted colors and patterns, packed in bulk. Orders promptly attended to. If not rated, state satisfactory references.

AMERICAN NECKWEAR EXCHANGE, Dept. C., 611-621 BROADWAY, N.Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

ABOUT TO OPEN

Summer Camps for Officers and Soldiers

The advent of warmer weather and increased Military activity offer a big opportunity for local Tailors and Haberdashers to get a share of this business. But in handling it satisfactorily it is important to be in touch with a reliable "Base of Supplies" and in this the House of R. J. Inglis, Limited, with over forty years' successful career as Military and Civil Tailors and Outfitters, offers you a service which cannot be excelled. Your requirements will receive immediate attention. Liberal Wholesale Discounts.

The INGLIS MILITARY SHIRT
Made on generous lines. Shoulder Straps, Patch Pockets, Detachable Collar, etc.

Cloths
Trimmings
Accoutrements
Badges
Buttons
Button Sticks
Fox's Puttees
Whistles
Whistle Cords
Spurs
Belts
Service Caps
Trench Caps
Cap Covers
Gloves
Haversacks
Waterbottles, Etc.

SAM BROWNE BELT
Fully equipped for the field.

Sole agents for WILKINSON SWORD CO., Limited, London, England, and famous CONSIDYNE, CURTIS & CO.'S SOLDIER'S FRIEND BUTTON POLISH, Bristol, England. Latest Wholesale Price List on application.

R. J. INGLIS, LIMITED

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

"If any advertisement interests you, tear it out now and place with letters to be answered."

The J. R. GAUNT & SON (Canada Co.) Limited

ARMY and NAVY

Badges, Buttons, Swords,
Caps, Helmets, Belts, Spurs.

ACCOUTREMENT MANUFACTURERS

For full particulars or prices for the coming camp requirements write to us direct.

63-65 Beaver Hall Hill, Montreal

ALSO AT
53 Conduit St., Bond St., London } ENGLAND
Warstone Parade, Birmingham
Bombay, Melbourne and New York

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"If any advertisement interests you, tear it out now and place with letters to be answered."

This identifying mark establishes a guarantee of security.

You take no risk in selling Raincoats and Waterproofs having this label.

It is a guarantee that the garment is absolutely waterproof.

"DOMINION" RAINCOATS

are "MADE IN CANADA" and equal the best imported makes.

Write for Illustrated Catalogue and Price List.

Canadian Consolidated Rubber Company, Limited

Montreal, P.Q.

28 "Service" Branches Throughout Canada

Sport Shirt

More popular than ever for Summer Wear

Stocked in Plain Oxfords, Duck, Near Silk and
Fancy Patterns in White and Palm Beach Shades.

TOOKE BROS., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

ORDER EARLY FOR EARLY DELIVERY

MEN'S WEAR REVIEW

Selling Value of Trade Marks and Brands

Giving Opinions of Retailers

Splendid Display Arrangements in New Store

Description of Scovil Bros.' Establishment St. John, N.B.

Western Merchants Fight Mail Order Houses

Report of Regina Convention, Saskatchewan Retail Merchants Association

JUNE, 1916 VOL. VI. No. 6

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-153 UNIVERSITY AVE.
TORONTO

Wearbetter

"The suit with the guarantee"

Sales for 1915 were four times greater than previous year

What's the Reason?

The reason is this: Wearbetter clothes are made to give such satisfaction that not only will the boy want the same make for his next suit, but the parents also favor the idea, thus a steady demand is created for Wearbetter clothes. The father of **"the man in the making"** finding such good value and serviceableness in his boy's clothes will patronize the store where Wearbetter clothes were purchased.

The substantial satisfaction of Wearbetter gives the retailer a patronage that is continually increasing its buying power; the boy's business to-day gives you the young man's business of to-morrow. Growing lads get the Wearbetter habit, which in turn leads to sales in other lines. The retailer who wins the boys' good-will, gets the business of the parents.

The quality and values offered in "Wearbetter" need no argument, they have only to be shown. See this line yourself and judge its value, then you will understand why our sales have made such a wonderful increase. The quick turnover of the retailer makes our success.

Write us for full particulars of Wearbetter —the clothes that satisfy the boy, that win the parent and build future sales.

BLUE'S *Wearbetter* SUITS FOR BOYS

WALTER BLUE & CO., LIMITED

MAKERS OF "WEARBETTER" BOYS' CLOTHES

SHERBROOKE QUEBEC

STERLING QUALITY

Made This Mark Popular All Over Canada

"CEETEE" underwear will bear comparison with the best underclothing of the world. After exhaustive search through foreign markets you will find no better underclothing than *"Ceetee."*

"Ceetee" Underwear is made in all sizes for men, women and children. It is knitted of finest "Australian Merino" wool and the whole Turnbull organization stands behind "CEETEE" Trade-Mark which is a guarantee of excellence in underclothing.

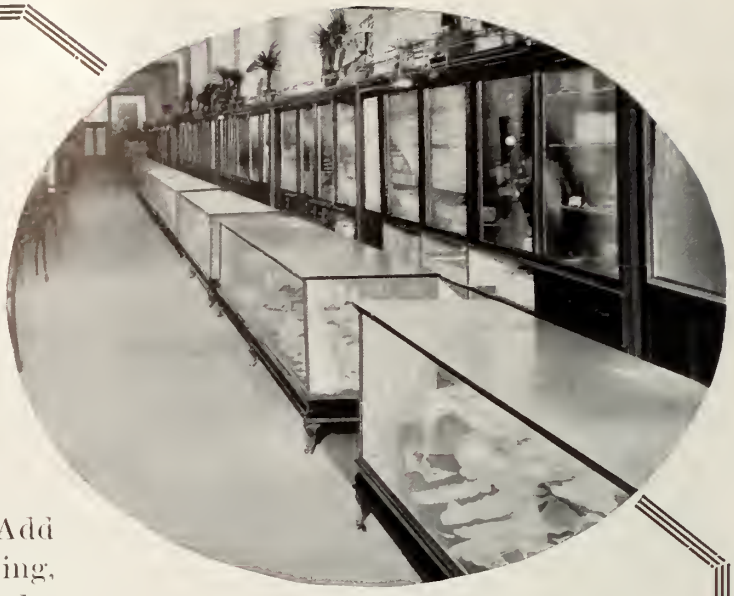
For the summer, feature Turnbull's "Air-lite." In its season this will be as popular as "Ceetee" is in winter underwear.

C. Turnbull Co. of Galt, Limited

Galt, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Make Room For Business Expansion



Make your business go forward. Add a new department — Boys' Clothing, perhaps, or Hats. Overcrowded already, you say—then let us help you.

WALKER SERVICE

will assist you to utilize floor space to the greatest advantage, not only for convenience in handling merchandise, but for bringing you the maximum of sales with the least effort. Take advantage of our service—send us a plan of your store and we will give you the benefit of our years of experience in store arrangement. We will tell you what rearrangement would be to your greatest advantage.

What cabinets will best serve your purpose and at what cost all this can be done.

Walker Service and Store Equipment is recognized as the standard for store equipment. Make a bid for better business. Write for estimates. Send your plans.

Section of the Clothing Dept. Murray-Kay Co., Toronto.

The Walker Bin & Store Fixture Co.
Limited
Berlin Canada

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.

This Mark
is the
Standard
for Style, Quality and
Workmanship

The Moose, symbolic of strength and endurance, is very apt as the mark of the "Monarch Knit" organization, which during these times of stress and scarcity has shown strength and durability, maintaining the quality that "Monarch" lines are noted for.

B. 108

MONARCH PUTT-EASE

(Knitted Puttees)

Can Not Fray.
Allow Free Circulation.

$15.00 per Dozen Pairs

and IMMEDIATE Delivery.

WRITE FOR A SAMPLE DOZEN

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED.
MADE IN CANADA

DUNNVILLE, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

ESTABLISHED 1875

RECTE FACIENDO SECURUS

Over 40 Years Our Registered Trade-Mark. Your Guarantee of Quality.

Military Activity Increasing Daily

Get your share of this business from Officers and Soldiers.

Pass on your orders to an old reliable established Military Supply House who will fill your every requirement *satisfactorily, quickly* and *economically.*

Our Tailoring Organization is splendidly equipped to execute all orders for Military Clothing. Made-to-Measure orders can be filled on shortest notice.

KHAKI WOLSELEY HELMET

Regulation for camp wear.

Cloths
Trimmings
Accoutrements
Badges
Buttons
Button Sticks
Fox's Puttees
Whistles
Whistle Cords
Spurs
Belts
Service Caps
Trench Caps
Cap Covers
Gloves
Haversacks
Waterbottles, etc.

SAM BROWNE BELT

Fully equipped for the field.

Sole Agents for WILKINSON SWORD CO., Limited, London, England, and CONSIDYNE, CURTIS & CO.'S FAMOUS SOLDIER'S FRIEND BUTTON POLISH, Bristol, England. A paste polish of unusual merit for polishing buttons and all metallic parts of uniform.

LIBERAL Wholesale Discounts. Write for Price List.

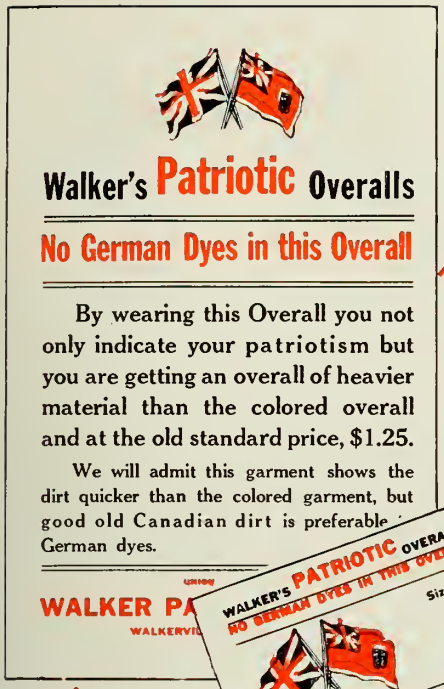
R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.


Walker's Patriotic Overalls
No German Dyes in this Overall
By wearing this Overall you not only indicate your patriotism but you are getting an overall of heavier material than the colored overall and at the old standard price, $1.25.
We will admit this garment shows the dirt quicker than the colored garment, but good old Canadian dirt is preferable
German dyes.
WALKER PA
WALKERVI
WALKER'S PATRIOTIC OVERALLS
NO GERMAN DYES IN THIS OVERALL
Size
WALKER PANT & SHIRT CO.

Striking—are they not—these colored tickets and dodgers? They will help you attract trade—and the quality of the overalls will keep it. Get these Patriotic Garments in your window—and use the dodgers we supply.

A Label Plus Quality

That is Making Tremendous Sales

The Patriotic overall is proving a *big seller.* It is the extra quality of the overall at the same cost, with the *"No German dye"* idea that has won popular favor. By making the garment entirely white, we eliminate the high cost of dyes. Are you getting full advantage of the profit that this quick-selling Patriotic Overall is bringing? There has been an enormous demand and we would urge that you send your orders in promptly to avoid delay in deliveries. Already our capacity is strained to keep deliveries up-to-date.

WALKER'S Patriotic Overalls

make a distinct appeal and the dodgers and ticket, of which the illustration is a fac-simile, catch the popular fancy and pull new business to your store.

THE PATRIOTIC OVERALL is made up on the same pattern as our Trainmen's (complete in every detail) and the price, our old standard, $12.00 per dozen, 2 per cent. off, 60 days.

Mail your orders direct to our Chatham factory for promptness, and get the dodgers working for you.

WALKER PANT & SHIRT CO.

WALKERVILLE AND CHATHAM

"IMPERIAL" UNDERWEAR

A brand of underwear that has unusual features. Features that give more comfort than a comfortable underwear of the ordinary kind. Your customers will appreciate the extra good quality and serviceability of "Imperial," the Brand with

Lap Seam Shoulders
Comfort-Fitting Collarette
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets

"Imperial" underwear is made in combination or two-piece suits and will give entire satisfaction to your customers in either case.

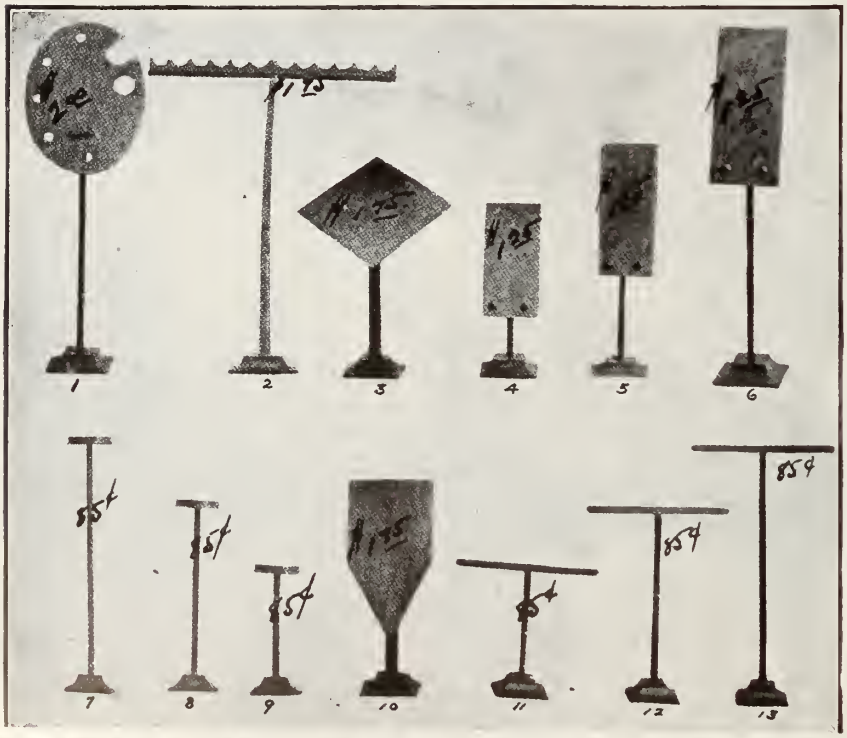
Write for samples.

Kingston Hosiery Co.

KINGSTON, ONT.

Taylor-Made Wood Display Fixtures

MADE IN CANADA



These fixtures give wide scope for individual and attractive display.

All fixtures are finished in new Fumed Oak. Ready for

Immediate Delivery

Special finishes made to order. Send us your order to-day.

The Taylor Mfg. Co.

Hamilton, Canada

This is The Line

RECOGNIZED FROM
COAST TO COAST
AS THE QUALITY
UNDERWEAR

The first customer who sees the HATCH ONE BUTTON UNION in your store will take the second suit—you'll take the first yourself.

THIS IS THE NAME
AND TRADE MARK

ZIMMERKNIT

that protects you
and your customer.
It represents
QUALITY MADE GOODS

ZIMMERMAN MANUFACTURING CO., LIMITED
HAMILTON CANADA

AT ALL GOOD WHOLESALERS NOW

If any advertisement interests you, tear it out now and place with letters to be answered.

What about Khaki Drill Boys' Uniforms for the summer? Are you supplied? We stock both wool and duck.

HELLEUR, GARIEPY & BRODERICK, LIMITED

Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West - - MONTREAL, Quebec

No. 386. Price only $24 per gross. Made of ⅞ cable web and moire top. Rubber protected button.

No. 396. $25.50 per gross. Made of ⅞ cable web and silk top. Rubber protected button.

No. 375. $45 per gross. Made of ⅞ silk cable and silk top. Rubber protected button.

Don't delay—This can't last long. Have your stock well assorted for Summer trade.

Arrow Garter Mfg Co.

314 Notre Dame St. West, Montreal

Sporting Scarf Pins

Something new and attractive.

Good Quality

Wonderful value at **only $2.00 a doz.,** less regular terms.

All the rage for the Summer season.

Send for sample card and assortment.

Many other novelties as well as Staple lines. Specialties in Cuff Links of Pearl, etc.

PEARSON BROS.

WHOLESALE JEWELLERS

31 Notre Dame West, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

A User of Waterproof Collars

and why he prefers

Challenge Brand

A Dusty Job

A motorman's work and a linen collar cannot agree—the collar gets the worst of the argument before the day is noon, that is why motormen and other men who have to drive, whether it be a street car or a grocery waggon, are good customers for the merchant who handles *"Challenge" Brand Collars.*

It is readily seen, too, why these men have a preference for **"Challenge" Brand** Collars, when you consider that "Challenge" Brand "Arlington" Collars are equal in appearance to the linen collar, but are not so easily soiled, will not wilt or chafe, and may be cleaned simply with soap, water and a sponge. Ready to wear next morning without any laundry expense.

Merchants, too, who understand the situation, prefer handling **"Challenge" Brand** Collars because in this line there are various grades, styles and prices, which enable merchants to satisfy the requirements of each customer, instead of having to turn a customer away or forcing upon him something which is not just what the customer wanted. Another selling feature of "Challenge" Brand "Arlington" Collars is the wearing quality of the material used. This material is heavier than that used in the ordinary waterproof collar, and will outwear any other collar.

For selling scope, "Challenge" Brand Collars are unequalled; there are six grades, of various styles, ranging in price from 85c to $2.00 a dozen—the right collar, at a price, to suit each customer. Stock **"Challenge" Brand** Arlington Collars and customers will not be turned away disappointed.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

Going Quickly!

Makes a Strong Appeal to Men

VELVET EDGE prevents ragged edges on collars and shirts and absorbs perspiration. In the United States it has been a huge success.

It Will Bring You Big Profit

Retails at 10c. each

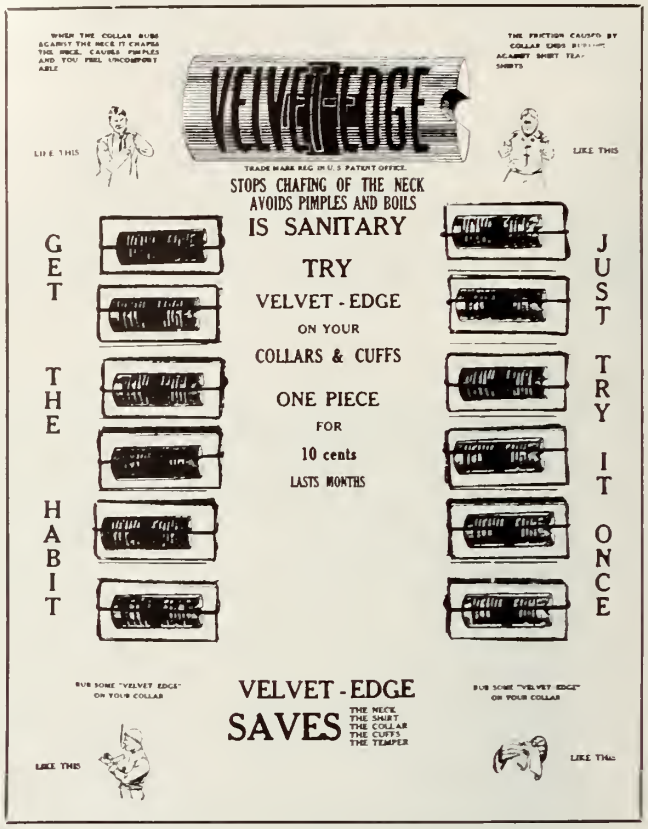
Sell one to each of your customers, they will appreciate its benefits.

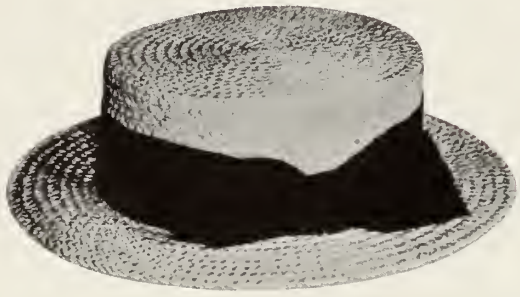
Send 80c for a sample dozen and attractive card. Get full particulars for quantities.

H. V. BYE

Sole Selling Agent for Canada

128 BLEURY STREET, MONTREAL, QUE.





Let us cater to your straw hat requirements.

Our showing is complete and contains all the latest ideas in Panamas and straws of every description.

A display of Coristine hats will secure your share of the Summer trade.

Order now. We guarantee prompt delivery and entire satisfaction.

JAS. CORISTINE & CO., LIMITED

ST. PAUL STREET ∴ ∴ MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Canadian Government Contractor

IMPROVED

Spiral Puttees

Non-Frayable
Guaranteed
$24.00 per doz.

Military Caps

Forage and Trench for all ranks.
Every Known Quality and Design.
CADET CAPS—
$6.00 doz. and up.

Breeches, Wolseley Kits, Dunnage Bags, Nurses' Hold-Alls, Kit Bags, Kit Bag Locks, Sam Browne Belts, Swords, Helmets, Metal and Worsted Badges, Whistles.

Metal Polishes—Pynka, Redio, Soldier's Friend, Putz, Royal, Etc.

Button-sticks, Whistle Cords, Lanyards, Cap Covers, Haversacks, Brushes, Highland Equipment, Etc., Etc., Etc.

In fact everything for the officer and soldier, except uniforms.

A. HARRY WOLFE

Largest and Foremost Manufacturer of Military Supplies and Accoutrements in Canada

MONTREAL

PRICE LIST, CATALOGUES, ILLUSTRATIONS, ETC., ON REQUEST

These Trade-marks Mean Quality

1—Suit Label, Peck's Made-to-Measure Tailoring.
2—Peck's Cap Trade-mark.
3—Label of Fit-rite Tailored ready-to-wear Clothing.
4 to 11 inclusive—Labels of famous brands of English Hats, of which we are sole Canadian Distributors.
12—New Box Label, Peck's Perfect-fitting Shirts.

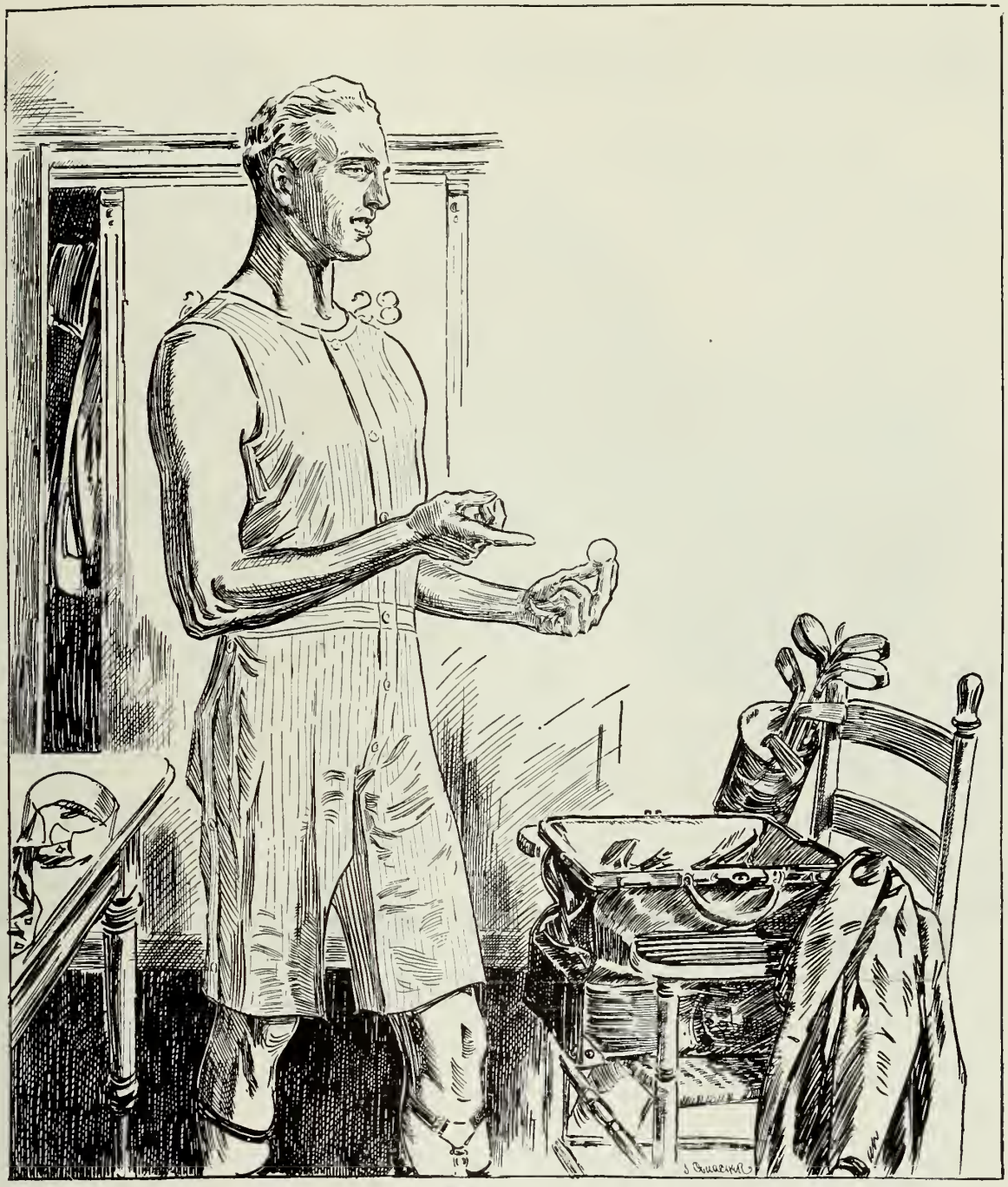
The merchant who handles Peck's lines earns good profits, is sure of satisfying his customers, and has behind him the service of Canada's largest manufacturers of men's clothing.

John W. Peck & Company, Limited

Canada's Foremost Clothing Manufacturers

Montreal **Winnipeg** **Vancouver**

MADE IN CANADA



Monarch and ARROW

UNION SUITS IN FINE MUSLIN OR NAINSOOK

Ready for Immediate Delivery at our Four Salesrooms

MONARCH QUALITY, $8.00 per dozen Suits ARROW QUALITY, $9.00 and $11.50

MONARCH TWO-PIECE UNDERSUITS, $9.00 per dozen Suits

CLUETT, PEABODY & CO., Inc., *Makers*

Salesrooms: Montreal, Toronto, Winnipeg and Vancouver. *Factory:* St. Johns, P.Q.

If any advertisement interests you, tear it out now and place with letters to be answered.

The most popular military walking breeches in Canada to-day

MILLER BREECHES

All the soldiers are crazy about them!

The cut, the appearance, and the comfortable fit of these breeches catch the eye of every Private. Every pair sold will mean more sales to follow, because the snappy style of Miller Breeches makes a big hit with the man in khaki. The business possibilities of this line are unlimited.

Our prices are right so as to put this splendid line within reach of every soldier. The margin of profit for the dealer makes it well worth while to handle MILLER BREECHES.

The only breeches made of Regulation Khaki Serge, **Miller Breeches** are, without doubt, the snappiest and strongest selling line that can be featured in any military display.

Order a trial dozen. Let the soldiers know you carry the famous Miller Breeches and you'll telephone or wire for repeats the next day.

We are makers of the celebrated "Rite-Fit Non-Fray" Puttees—No. 1, $21.00 per dozen; No. 2, $16.50 per dozen.

Straight Puttees—$10.00 to $15.00 per dozen. ALL NON-FRAY.

Miller Mfg. Co., Limited, 44 York St., Toronto

Uniform Contractors to the Dominion and Imperial Governments

UNION MADE COLLARS

Many, anxious for a collar made in a union factory, by union labor, have asked us to add collars to our Colonial Shirt line.

Arrangements are now complete, and Canadian union-made collars will be ready for the market on the 15th of June. Made in all the newest styles in three-ply, at $1.10 per doz.

Special price to buyers of 50-doz. lots. Will make quarter sizes as ordered.

The Colonial Shirt Company Limited

BERLIN -:- **ONTARIO**

Do not neglect the Haversack and Khaki Shirt end of your business.

It's a winner.

Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, $13.50 doz.

Officers' Khaki Shirts (*Viyella Flannel*), with 2 collars, $33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.

533 College St. - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Parallels of American Progress

Stifel's Indigo Cloth

Standard for over 75 Years

For

Overalls, Jumpers and Uniforms

Is a typical American progress cloth

IT was born with the railroad and steamboat, and has advanced to the age of the submarine and aeroplane, wireless telephone and telegraph.

Stifel's Indigo has an unimpeachable record as a *maximum wear garment cloth.*

For your protection and the protection of your customers TAKE EXTRA CARE TO LOOK FOR THE LABEL on the back of the cloth on the inside of the garment to be sure you are getting the genuine STIFEL'S INDIGO--the cloth that inspires, yet defies, imitation.

REGISTERED

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers *WHEELING, W. VA.*

NEW YORK	260-262 Church St.	BALTIMORE	Coca Cola Building
PHILADELPHIA	324 Market St.	ST. LOUIS	928 Victoria Bldg.
BOSTON	31 Bedford St.	ST. PAUL	238 Endicott Bldg.
CHICAGO	223 W. Jackson Blvd.	TORONTO	14 Manchester Bldg.
SAN FRANCISCO	Postal Telegraph Bldg.	WINNIPEG	400 Hammond Bldg.
ST. JOSEPH. MO.	Saxton Bank Bldg.	MONTREAL	Room 500, 489 St. Paul St.

Maximum Display with Maximum Storage

The New Way Revolving Wardrobe made in Canada under license from and in affiliation with The Grand Rapids Show Case Co.

The modern method for Gent's Furnishing and Men's Wear Stores. Revolving Wardrobes for Suits, Overcoats, Boys' Clothing, Hats and Furs.

Interchangeable Unit Fixtures for Shirts, Gloves, Neckwear, Hosiery, etc.

As recently supplied by us to Scovil Bros., St. John, N.B.; Mahons, Ltd., Halifax, N.S.; E. B. Crompton Co., Brantford, Ont.; A. Bristol & Son, Picton, Ont.; Darwins, Ltd., Ottawa, Ont.; The Robt. Simpson Co., Toronto.

Write for Demonstration Booklet of New Way Interchangeable Units.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
69-71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

The Magnetic Pulling Power of the Semi-ready Trade-Mark

Ten young men who started Semi-ready stores ten years ago with a small capital are to-day rich.

From $15 a week to $15,000 a year is the story of one young man who lived up to his opinion of a good trade-mark.

He had what the people wanted—Semi-ready clothes. He didn't have to fight with his customer against that customer's preference—for he had it.

He didn't mix the cheap stuff with it—for he knew the value of a reputation in business—that silent worker for success—the sale of a "Maverick" in a Semi-ready store is the swiftest blow a man can hit himself—just as silent and deadly as a Mauser bullet.

Another young man of limited experience made as big a success for a few years—then he let some subtle German "tike" persuade him that he could get big profits by selling the tawdry stuff with Semi-ready—the public would not know the difference.

To-day he is wondering why it's such a hard struggle to keep up what should be the best paying business in Canada.

He tried to "straddle" on the quality question. Which is foolish.

The public make a trade-mark worth a million—for the public is an intelligent mass of people.

The Semi-ready trade-mark — "the price in the pocket"—would have died in three years had it not been for the approval of the public.

For 20 years Semi-ready clothes have been tried—and they are "the survival of the fittest."

The owners refused a million dollars for their trade-mark—which represents a certain value—a certain pulling power in every town in Canada.

There's no charge—no obligation for the ownership of this trade-mark in any town.

We help young men who want to start in business, just as we help those who want to stay in business.

Any young man who has proven his capability—his energy and his character—can have his choice of 50 good towns and cities where as yet there is no Semi-ready shop—no good representation of the clothes that have the highest rating in the good credit book of the public.

Capital is necessary—some capital, for capital is the proof of intelligent effort. A dollar saved is worth ten dollars "left" to a man. But not much capital is required if a business man standardize his stock and is efficient in his buying methods.

We can show many instances where young men have started business with $2,000 to $3,000—with even less, and have made money from the start.

"Specialism" pays in business—just as it does in the professions.

We specialize in fine tailoring—and our goods do not mix well with the common ruck.

We specialize in boosting our customer—in promoting his sales—in devising and giving selling helps.

Not content are we to stand peacefully on the pinnacle of success, nor slumber like a man with a sinecure — we prefer the activities of business brotherhood, the man-to-man fight for a larger and better business. "There's something doing every minute!"

Where a customer is loyal to Semi-ready Tailoring, honest and square in his criticism, and fair always to his customer—that man gets a "full head of steam" from us. He's entitled to every spark of helping power which may flash from our brain plug.

We guarantee success in business to the man who has the four chief requisites.

Semi-ready, Limited

H. Albert Nelson, President

472 Guy Street, Montreal

(Trade-Mark Registered)

The Trade-Mark of SHIRT QUALITY

SHIRT VALUES

That Make Sales Quickly

For Style, Quality, Finish and Roominess you will find it impossible to beat our present showing of the well-known

"HERO" SHIRTS

The "Hero" line well displayed in your shirt department is sure to attract the attention of your best customers. Keep "Hero" shirts to the front. Make up a "Hero" Window trim and note results.

"Hero" Shirts give big satisfaction.

Alphonse Racine, Ltd.

Dry Goods Jobbers and Manufacturers

60-70 St. Paul Street West - Montreal, Que.

LEGGINGS

PIG SKIN AND HIDE

SOLID ENGLISH LEATHER

PATTERNS

SPIRAL STRAP and SPRING FRONT

TRENCH CAPS

IMPROVED PATTERN

Serge, Gabardine, Whipcord and Waterproof Materials

EVERYTHING IN

MILITARY EQUIPMENT

(EXCEPT UNIFORMS)

FULL LINES

HELMETS

OFFICERS' "WOLSELEY PATTERN"

Only Makers of High-grade Helmets in Canada

MILITARY and CIVILIAN

POLICE and FIREMEN

Quotations Submitted on Quantities

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

The J. R. GAUNT & SON (Canada Co.) Limited

ARMY and NAVY
Badges, Buttons, Swords,
Caps, Helmets, Belts, Spurs,
and
ACCOUTREMENT
MANUFACTURERS

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices. NO AGENTS.

ALSO AT
53 Conduit St., Bond St., London
Warstone Parade, Birmingham
Bombay, Melbourne and New York
} ENGLAND

63-65 Beaver Hall Hill, Montreal

JUST TROUSERS

"Everyman's" TRADE MFD BY DAVIS BROS MARK

For the Millionaire or the Million

Built on Honor—Sold on Merit

THE LINE OF LEAST RESISTANCE

If you don't look carefully over our line of "Everyman's" Trousers you don't look carefully after your own interests.

For instead of being a motley array of laggards, here are the most favored garments in the realm of clothing.

We realize that the more we put into our product, the more we take out in sales.

Thus we appreciate and welcome competition. We want you to carefully consider every line of trousers that salesmen or advertisements recommend—to study them all, weigh their qualities and their values, and be governed accordingly.

For such comparison must inevitably result in our favor —"Everyman's" Trousers break down all competition on account of their real values and sterling qualities.

Then, too, the broad guarantee of sound quality which we put behind each garment indicates the policy that has characterized our progress since the first day we began business.

We shall be glad to send samples and prices on request —and the prices will be as right as the garments.

Remember that our product creates and develops business for you.

DAVIS BROS., Hamilton, Ont.

Made in our sunlit, sanitary factory by highly skilled tailors—each a specialist.

The Jackson Manufacturing Company, Limited

CLINTON -:- ONTARIO

Makers of the Celebrated "Lion" Brand of Boys' Clothing.

This trade-mark is known from Coast to Coast and is handled by the best clothing people in Canada.

Wherever you see the trade-mark of the "Lion" Brand you are sure to get the Best Boys' Clothing on the market.

Factories at

CLINTON GODERICH and SEAFORTH EXETER

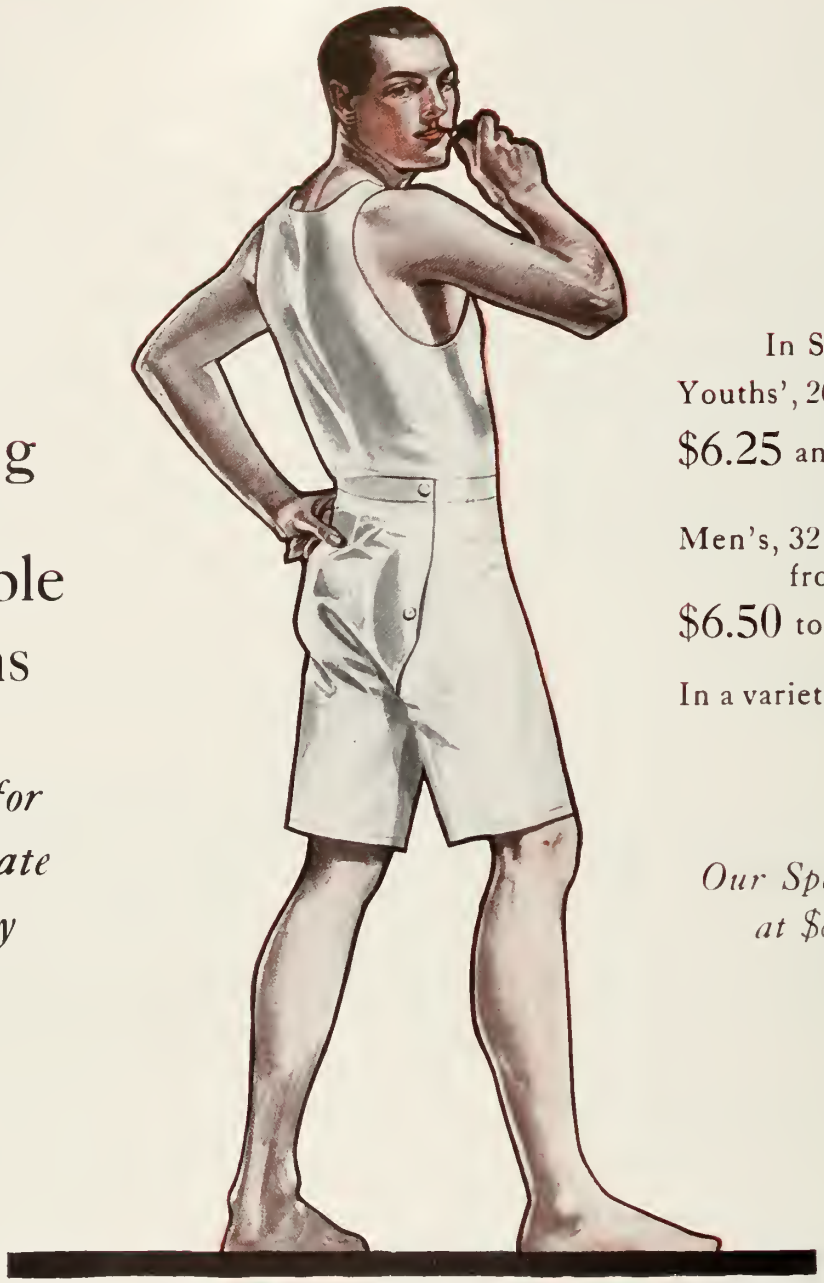
If any advertisement interests you, tear it out now and place with letters to be answered.

"Our Advertisements go into a Million Homes"

Easy-Fitting

Reliable Cloths

Ready for Immediate Delivery



In Sizes
Youths', 26 to 32, at
$6.25 and $9.00

Men's, 32 to 50, at from
$6.50 to $27.00

In a variety of cloths

Our Special F1 at $8.00

KLOSED KROTCH

TRADE W.G.R. MARK

UNDERWEAR

THE WILLIAMS, GREENE & ROME CO., LIMITED

WAREHOUSES:

WINNIPEG, MAN.
Donald & Cumberland Aves.

VANCOUVER, B.C.
324 Seymour St.

BERLIN, ONT.
Cor. Benton & St. George Sts.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6 TORONTO, JUNE, 1916 No. 6

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SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year. Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

If you like to look this way you'll want our Clothes

This is a miniature of one of many cuts advertising "Art Clothes" in the newspapers throughout Canada this spring. The original is 13 inches by 4 columns.

If you want to participate in this campaign for Fall, better write for made-to-measure agency now.

Cook Bros. & Allen
Limited
Toronto

ART CLOTHES
COOK BROS. & ALLEN LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, JUNE, 1916 NO. 6

SELLING VALUE OF TRADE MARKS AND BRANDS

All Merchants Appreciate Those Which Are Marks of Identification, and Quality Marks, For Them—Opinions Differ on the Value of Playing Up Too Strongly Goods With Nationally Advertised Trade Marks

ALL of us recall, even if only through the misty memories of childhood, those trade-marks, brands and slogans that seems to form a part of our daily—or nightly, existence. Probably, as in "He won't be happy till he gets it," they savored of the bath; possibly they took on the form of a household remedy that "children cry for"—unless it was our cruel fate to be born too soon, and to be denied a teaspoonful of that "tasteless" tonic that was nectar compared with that nauseous dose of rhubarb, brandless, and unhonored, but very real and everlasting.

Trade-marks and brands flash before us in every conceivable location, and even the North and South Poles were honored, it is said, with the burial beneath the flagstaff, at the apex of the earth, of certain well-known brands of clothing. New brands spring up perenially, a record in themselves of all that is heroic, and nearly all that is notorious, in the current history of each year.

The men's wear store is one where the trade-mark line has great importance. There are trade-marks which mean much to the merchant himself—marks which he has come to recognize as marks of unvarying quality. Then there are trade-marks put upon finished products which have been made household words to the customer of the store—marks upon collars—upon shirts—upon overalls—upon suits of clothing. Undoubtedly the trade-mark is a force which men's wear dealers have to consider every day of their lives—every day as they are placing their orders, and every day as they are selling their goods.

In a few departments trade-marks are as shifting as fashion: indeed, in their very novelty they are themselves harbingers of a new fashion. Such is the case with men's collars. A new line comes on the market; an old brand name will not do; there must be a new name to signify a new model.

Keeping the Old Name and the Old Quality

But fickle fancy in the main stands by the old terms, with the old trusted guarantee of quality. It was Beecham's generations ago, and it is Beecham's to-day, and no one lives who can figure out the value in millions of dollars, or of pounds, of that term Beecham's, and of each word in that slogan that has been linked so close to that pill trade name, "Worth a guinea a box."

The Obligation on the Maker

The building and the machinery may be worth a quarter of a million, but the tangible assets of the trade-marks may pass the million figure. The makers of a number of popular brands, built up in a little over twelve years, writing to The Review for this issue, expressed themselves as heartily in sympathy with everything we might publish "which will tend to acquaint the retail merchant with the obligation to maintain quality and to turn out a superior article to the best of his ability, that is put on the manufacturer who markets his output under advertised brands or trade names."

To what extent does the retailer, as a rule, insist on his own firm name in connection with the goods he sells? To what extent does he adopt as part of his family the trade-mark of the maker, and place all his powers of salesmanship at its disposal while it retains its own identity? The point is an interesting study.

Asking the opinion of merchants in a number of parts of Canada, the impression gained is that merchants generally find trade-marks which are really trade-marks for them, more than for the consuming public, of the greatest value. Such trade-marks they use as a means of recognizing goods, and as means of recognizing quality which they have found the manufacturers put into such goods. Not always do the merchants seem as favorably disposed towards the trade-marking of lines for creating what might be called the consumer demand. Some appear to feel that there are objections to handling such lines—but the majority, perhaps, hold that the objections are largely objections which result from some goods being made by unsympathetic and unintelligent manufacturers—manufacturers, in short, who try to force the hand of the merchant, rather than to work hand in hand with him that all may benefit—consumers, retailers, and the manufacturer himself.

An Estevan dealer has this to say about trade-mark goods: "We consider we cannot afford to be without them in stock, but in cases where the profit on the trade-mark

line is narrow, we have similar lines upon which there is better profit, and in which there is as good quality. It pays to handle the trade-mark line, however, because frequently they sell themselves." This merchant frankly goes on to say that the margin of profit on trade-mark lines is frequently not sufficient. "Expense of selling does not leave a satisfactory margin." This is added, however: "The fault may be partially with the expense of selling."

This Estevan merchant, speaking upon the advisability of selling the trade-mark line, or of selling the line bearing the name of the store, offers a suggestion. "If the manufacturer has an article that is nationally advertised," he says, "we would prefer his trade-mark, as it is undoubtedly an aid to selling. If not, we would prefer our own name. Why, though, could we not have both, as: "Manufactured by ——— for ———."

This, of course, is a scheme which is now being adopted by many of the cap manufacturers, who put in their own trade-mark and also print upon the lining of each hat the name of the firm which is to sell it.

There seems a widespread opinion on the part of retailers that too low a price is often advertised for a trade-mark line. Under usual conditions this is alright, but when the raw material market changes, and it is necessary for the manufacturer to advance his prices, the problem at once becomes a serious one for the retailer. If, for instance, he has been selling overalls at $1.25 for a number of years, he finds a good deal of difficulty in advancing the price of these to make up for the advanced price he has to pay the manufacturer.

A number of retailers go so far as to say they do not like to see a price advertised for any garment. The more advertising for the mark that is done, the better they seem to like it, but in advertising a set price they see danger of difficulty.

A view in favor of trade-marked lines, even upon those which yield a narrow margin of profit, is expressed by Mr. R. J. Orr of the Regina Trading Co., Saskatchewan.

"Yes," he says, "it does pay to push trade-mark goods. The best goods have a name as trade-mark. Most every one knows this, and wants the best. This causes more sales and a larger turnover, which will figure out better in profit and prestige than larger profits and fewer sales on inferior articles. In most cases the margin of profit on trade-mark goods is satisfactory, and when it is not so, as in the case of ——— overalls, the other sales you make to those who come in asking for that particular line, and who want no other, should be credited to that particular agency."

Then continues Mr. Orr: "The public judges your store, to a certain extent, by the goods you carry, and we use display cards and literature of well-known makes to show that we handle those lines. We have never asked a maker of a well-known line to put our own label on his goods. They have created a demand by constantly making improvements, and by advertising, and the moment we replace this well-known mark or name, this process of educating the public has to start all over again. It starts, moreover, at our expense and under much harder circumstances."

A well-known Belleville firm speaks in much less glowing terms of the lines which have been advertised strongly to the consumer. The margin on these is not altogether satisfactory, they say. This firm frankly states that it prefers its own name on the goods.

Somewhat similar is the opinion from St. Thomas. "I would say it does not pay to push trade-mark goods," says this dealer. "Push the lines you have the faith to buy, whether they are trade-mark or not." He goes on to add that in the majority of cases the margin of profit on trade-marked lines is satisfactory, and makes this criticism of the display card which many manufacturers issue as a means of assisting merchants to dispose of their branded lines:

"Some of these," says the St. Thomas dealer, "are very helpful, but most of them are too large for window display. They hide too much of the goods. I would have my name on every article I sell. Advertise you own name and not the other fellow's. We get our own labels on every line we sell when possible."

The Geldert Men's Furnishing Co. of Windsor, Ont.. have found it profitable to push trade-marked goods, "because as a rule they give satisfaction." This criticism is offered, however: "Very few manufacturers protect the retailer from price-cutting. The margin on profit on trade-mark lines is not satisfactory."

Mr. Geldert has this further comment to make on trade-marked lines: "We think it better to handle trade-marked goods, but we like our own name to appear as well. In our experience very few people ask for trade-marked goods."

From the northern part of Alberta a general store merchant brings out a point relating to the giving of exclusive agencies. "It does not pay," says this man, "to push trade-mark goods. We may lose the agency any time in case our opposition would place a larger order." The point is also raised by some other merchants, but the majority seem to feel the restriction of a trade-mark line to one store is probably more in favor of the retailer than of the manufacturer.

Taking it on the whole, it is very evident the trade-mark line is an important one with the retailer. It is one, though, which he is considering from several standpoints. The manner of pushing for sales of such goods seems to require careful consideration by both retailer and manufacturer.

INTERESTING ORIGINS OF TRADE MARKS

Devices to Prevent Use by Rival Firms—Avoiding Simple Name in Most Cases—Some Obvions, Many Complicated in Origin—Favorite Use of Three Initials

HEREWITH are given explanations of the origin of some well-known trade-marks, brands and slogans. Others will appear in future issues.

* * *

THE ART CLOTHES, TRADE-MARK of Cook Bros. & Allen, is one of those designs which did not just grow like Topsie, but which was developed to emphasize an idea behind the goods—in this case the idea of artistic designs, and thorough workmanship. Mr. W. K. Cook conceived the general idea of the trade-mark, but had it developed by an artist, whose efforts were rejected time and again until finally the design which since has been so well known, was prepared.

* * *

FASHION CRAFT: OF THIS well-known mark the company says: "In 1905 we offered a prize for the most suitable clothing trade-mark offered, and we had many suggestions, but few were appropriate. Out of the few, "Fashion Craft" was submitted by Mr. Max Beauvais, general manager of Max Beauvais, general manager of

Max Beauvais, Ltd., Montreal, and we need not say that he received the prize."

* * *

SOCIETY BRAND CLOTHES: By way of explanation how the Society Brand Clothes trade-mark had its inception, the advertising manager says: "The style in these clothes is generally recognized as the standard fashion for men of social rank and position—hence the name Society Brand. In most of our advertising we dwell upon the style of our merchandise as a particularly strong characteristic of them."

* * *

ART-KRAFT CLOTHES FOR MEN: This trade-mark was registered by Walter Blue & Co., Sherbrooke, Que., about ten years ago, and the line of clothing was put on the market under this brand as a means of giving the merchants to whom we were confining our line, a brand of clothing to advertise, and it is only used on suits which we manufacture for the trade ranging in price from $12 to $25.

* * *

The trade-mark "Wearbetter" for boys' suits was registered at Ottawa about seven years ago, and was one of the first trade-marks for boys' clothing registered in Canada. Very little attention at this time was paid to the childrens' clothing business in Canada, and we felt that a trade-mark "Wearbetter" would give to the mothers and boys throughout Canada the idea that this line would give just a little better wear than the ordinary boys' suits that were being manufactured at the time.

This brand of clothing is the only guaranteed line of boys' clothing in Canada, which makes it a very strong selling feature for the merchants handling it.

"Junior" suits for boys was registered three years ago, as we wanted our cheaper line of clothing advertised under a brand name.

"The Bachelor Suit" was registered and put on the market a year ago. The idea occurred to the writer that there was an opening for a guaranteed man's suit in Canada, something that could be retailed for $15. The name "Bachelor" just happened to occur to the writer as being a good name, the word itself relating to a certain extent to men's clothing.

* * *

Sovereign Brand, of the W. E. Sanford Co., Hamilton, was a name decided upon only after considerable discussion, held years ago. It was thought to contain all the ideas of leadership and quality which it was desired to express.

Sanford Juvenile Clothing. This phrase was adopted by this Hamilton clothing house to differentiate between their men's and boys' clothing. As men's wear dealers know the lines are in some ways quite dissimilar. There are different problems of manufacture and it was decided to sell under a different brand.

* * *

Style-Craft, the well-known mark of the E. G. Hachborn Co., Toronto, was coined to designate the two features so requisite in high-grade clothing, fine design, and honest, skillful workmanship.

* * *

Broadway Clothing, the mark used upon some of Randall and Johnson's products, was bought in a good number of years ago from this firm's predecessors.

* * *

BOYS' LION BRAND CLOTHING. Of this, Mr. Jackson of the Jackson Manufacturing Co. says:

"When we commenced business some sixteen years ago, we were firmly impressed with the idea that a trade-mark was one of the essential things to start out on, and during this length of time we have advertised our Lion Brand Boys' Clothing from coast to coast.

"The lion stands for strength, which is necessary in boys' clothing, and we find this trade-mark to be one of our best assets. Of course we only put our trade-mark on our best goods, and goods which we know will give satisfaction. In 101 ways we keep the Lion before the public, and it has now become a household word all over Canada."

* * *

MUCH CURIOSITY HAS been expressed over the origin of the "Ceetee" brand of the C. Turnbull Co. of Galt. This, as explained to The Review by the senior partner, grew out of his initials, C. T. (Charles Turnbull). It was impossible to protect a single name like Turnbull, as any other maker of that name would have a right to adopt it. The device that is so closely connected with it is obvious.

* * *

"AVON" AS A BRAND NAME for a hosiery company of Stratford, is eminently fitting. At once it recalls the "Bard of Avon" and Stratford-on-Avon, the latter of which, the firm state, suggested this well-known brand.

"Avon Hosiery"

* * *

TO MANY THE TERM "BENTRO" has been a puzzle. The Williams-Trow Knitting Co. explain this brand as follows: "Our trade-mark, "Bentro," is derived from the first and last names of the two principals in the bsuiness. Our Mr. B. M. Williams is known only as Ben.

"In looking out for a trade-mark, naturally we wanted one which was catchy and easily remembered and this combination appealed to us. The insert, "The Wear is There," was an after consideration, but of course we have the whole thing copyrighted.

"We find the trade-mark to be taking hold very well, although we have only been in business three years, and our company is generally spoken of as "Bentro Knit." We presume, however, that this is partially caused by the length of our official company name, "The Williams-Trow Knitting Co., Limited."

* * *

W. G. & R., the mark known from Coast to Coast, of course, stands for the Williams Greene & Rome Co., Limited, Berlin, Ontario:—the initials in Red, being used as the mark of recognition—the quality mark.

* * *

Kant-Krack, the well-known trade name used on products of the Parsons and Parsons Canadian Company, Hamilton, has a remarkable story.

One day a laborer in the employ of the company came to Mr. Baldwin, now in charge of the Canadian business, and asked him if he could not mend his coated fabric waterproof collar—it having cracked at one edge.

Mr. Baldwin looked the collar over, put on a reinforcement which effected the desired object. Soon it was seen that the mend was well nigh perfect, and talking the matter over the three Parsons and Mr. Baldwin discussed the good points of the new idea. "Why it can't crack," said one (and now no one knows which one). That name was then adopted to designate in part this different collar's strong features. First, the name was printed Kantcrack. Then the final K was capitalized. Then it was put in its present form KantKracK playing up the three K's.

Continued on page 46

SPLENDID DISPLAY ARRANGEMENTS IN NEW STORE

Scovil Bros., of St. John, N.B., Have Adopted Many New Schemes for Showing Goods —Speed in Serving Customers Another Point Which Has Been Kept in View —A Store Which in Many Ways is a Model.

FROM the ancient city of Quebec, and from new cities of the Prairies, have recently come requests for suggestions as to the best means of re-arranging an old store interior, or the best layout which could be devised for a new store which is in contemplation.

Without knowing all the circumstances it is an exceedingly difficult thing to lay down any hard and fast rules. Fortunately, however, Men's Wear Review is in a position to give these merchants in the East and West some splendid ideas regarding the interior arrangement of their store—ideas which have been worked out by Scovil Bros. of St. John, N.B.

Before entering upon a description of this firm's splendid new business establishment,—illustrations of which appear with this article—a word regarding the tendency to make improvements in store exteriors and interiors would perhaps be interesting.

Undoubtedly there is much of this work in progress, and after making careful inquiries from retailer and from manufacturer, it seems that there are two causes for this. In the first place all uncertainty as to general conditions appears to have passed. Merchants, the country over feel that they have passed through stormy days, but that business is now in a healthy state, that in fact it never has been as bad as was feared. In this connection again comes to mind the words of some modern philosopher: "I've had a lot of trouble in my life—but most of it never came."

This front view of Scovil Bros. gives an idea of the splendid window display facilities—also of the size of the establishment.

In addition to this general satisfactory state of business there is the fact that many leases of stores are now being renewed, on terms most advantageous to the renter or merchant. There may seem a little contradiction between a state of affairs which gives good business to the retailer and at the same time makes it necessary for the proprietor to accept a lower rental. The fact is, however, that not the usual large demand for stores exists, because many men, being in uniform, have given up all idea of establishing themselves in business, and because war time, which after all means a certain unsettlement, is not a time when new businesses are likely to be encouraged by those with capital to back the venture. Manufacturers, for instance, are not particularly anxious to give credit to new men, even though they know these new men to be perfectly good, for at the time they are having all they can possibly do to supply the wants of the merchants who for years past have been buying from them.

So the merchants are getting fine leases, and as conditions of these leases are often demanding improvements; or are securing long term leases on such favorable terms that they feel ready to make improvements in the store, improvements which throw an immediate charge upon them, but which they feel sure will bring them in much greater revenue as the months of the lease pass.

With the firm of Scovil Bros., however, it was not any opportunity of the moment which made necessary the splendid new store. This is a firm which for 27 years has been associated with the business life of St. John.

At first its premises were on the market square, but early a move was made to the corner of King and Germain street, the premises formerly occupied by McCafferty & Daly, being taken over. The continued growth of the business made further expansion necessary, and first the entire building was occupied, then later another story was added. As these additions were made, came increases in demand; and still better facilities for carrying on business became imperative.

It is as a result that the splendid new building, an illustration of which is shown on this page, was planned and brought to completion.

As it stands the structure is four stories high, with basement, and occupies a lot 40 ft. wide, extending through from King street to Market street a distance of 100 feet. The construction is splendid in every way. Built on concrete foundation, only concrete, steel, and bricks, were used in construction and not a wooden post or beam is to be found in the entire structure.

The store rests on massive steel beams, and these are built up with the very latest material in the way of fireproofing. The basement is entirely of concrete. In short, the whole structure is fire-proof.

All in all there is a floor space of 20,000 square feet. The basement is 9 feet high, while on each of the other floors the ceiling is at a height of 16 feet, this giving a commodious appearance to each floor.

Not a detail has been overlooked to make this structure all that could be desired. The electric wires are brought in under ground and throughout the building are in conduits. Both passenger and freight elevators have been installed, the former having a speed of 250 feet per minute. Also there is a ventilation system which is so arranged as to work in unison with the steam heating system.

As the accompanying illustration will show the entrance to Scovil Bros.' establishment has arranged on what is practically The Arcade system. The entrance proper is tiled, and all available space has been utilized so that very commodious show windows are available for displays. The main windows are recessed to a depth of 18 feet, their interior finish being of oak wainscotting, both for the walls and the ceiling.

Once inside the door of this establishment comes evidence that here the goods for sale are displayed in a way rendered possible only lately, through the manufacture of a new style of fixtures. The unit system of wall show cases has been installed, which enables not only a fine display of the various lines, but also the display of a large number of lines in comparatively small space. Thus, without giving too great floor space to any department, it may be absolutely complete.

To the right, on the main floor, is the department for collars, hosiery, ties, sox, gloves, etc., in short the furnishing department. Here first is the unity display plan in evidence—a plan which will be made clearer perhaps by the accompanying illustration than it can be made in any description. It will be noted, for instance, that each section of this wall display case has in it a small show window of its own, permitting the continual display of the article contained, inside, and also permitting the size and quality of the article to be, so clearly marked that it can be seen by a customer. The customer indeed is able to look over these display cases—indicate from these exactly what he wants, and these may be brought down to him for his closer inspection.

The same system applies to neckwear, gloves, etc., and fresh units required for any new line can, of course, be added from time to time.

In Scovil Bros. this tier of units is surmounted by a series of display cases, equipped with the very latest electrical appliances. These enable attractive unit trims, which are visible day or night, and in which goods are protected entirely from dust.

It is surprising how much these unit display cases will hold. The glove case for instance contains 5 doz. pair. In the Scovil store there are 84 cases devoted to the Glove department which means 420 pairs of gloves are concentrated in a department of comparatively small size.

In the Hosiery department each drawer will hold 5 doz. pairs, so that here there is a total of 420 pairs within a hand's reach. In the collar department 608 doz. collars of all styles and sizes are available within a space with a frontage of 9 feet. In all these cases, it will be seen, the customer may be merely running his eye along the front of the case, immediately pick out what he wishes, or by mentioning the sizes he wishes he can have placed before him all the styles which are stocked in that size.

Silent salesmen, as will be seen in the illustration, are employed generously on the main floor. In all eleven of these are placed in various advantageous positions. One of these, in a recess in the main window shows an entirely new umbrella stand. In all these silent salesmen, electrical fixtures are installed, to make most brilliant displays on dark days or in the evenings.

A particularly attractive, and effective piece of equipment is the fixture wherein the hats are displayed. This is made entirely of glass, with the exception of the supporting steel bars. The front slides back into a recess, the whole rack swings on a pivot, and hats of all styles and creations are immediately paraded before a customer. Within a space of 14 feet there can be stocked by this arrangement a total of 616 hats. A somewhat similar fixture enables the expeditious display of all brands and sizes of shirts.

To the rear on the main floor is the parcel room and above this a mezzanine floor devoted to the custom tailor-

An exceedingly effective display of shirts, collars, neckwear, gloves, handkerchiefs can be made in the ground-floor furnishing department. The new wall cabinets are particularly worthy of note.

On the second floor the men's clothing department has the place of prominence. The new clothing cabinets, both on the wall and standing in the centre of the floor, enable the prominent display of a wide range of clothing. The dressing of clothing units along the top of the wall cabinets is noteworthy.

ing department. Here are displayed the materials which can be made up into suits. Like all other departments, this one is finished in oak and is lighted both with natural and electric light.

On the second floor, at the front, are the general offices of the firm. These are in the oak finish, which has been followed out throughout the building. In the private office an air of the greatest cosiness has been given by the construction of a broad, open fire-place.

That part of the second floor—the principal part—which has not been given over to the office, is devoted to men's clothing. Here again some splendid fixtures have been installed—great glass cabinets, which, by reason of their glass fronts, glass sides, glass back and glass top enable the customer to secure a view from many angles of the suits which are there for his inspection. The front of these cases swings open, out comes the rack, and right at hand are some eighty suits, for about this number hang in each cabinet.

In this clothing department there are also some attractive wall cabinets, and upon the top of these the available space is nicely used by a series of unit trims of clothing.

This store caters to women as well as men, and the third floor is given over entirely to women's, boys' and children's departments. Here the entire wall space is occupied with a series of cabinets into which are built dressing and fitting rooms with alcove mirrors. Each of the cabinets can hold 80 large coats or perhaps 160 suits. They have in all a 50-foot glass front and a total capacity of 560 large coats or 1,120 suits.

A splendid view of the cities principal streets, by the way, is obtainable from the third story; since the huge windows which are arranged both at the front and the rear of the building, give a practically unobstructed view. This, it is felt, will do its part to make the women's and children's departments still more popular.

On the fourth floor is the stock-room and the tailoring department, this last occupying a space 40 x 60 feet at the front. Here, as in all the departments, the ventilation system keeps the air perfectly fresh, and here as in all the departments the windows, front and rear, give a splendid light.

Throughout the entire building the National X-Ray Eye Comfort Indirect System of Lighting is used, and the intercommunicating system of telephone has been installed.

There is, of course, a danger in describing such a store as this new one of Scovil Bros., St. John, N.B. It is a large store—one in which expense did not need to be spared if comfort could be gained for the store's customers, or if greater ease in serving these customers could be obtained.

Of course there are many such merchants in Canada—merchants who are well able to afford the very best and to buy the very best in large quantities.

Others, however, have not yet reached this stage, and for them such a store as that herein described would probably be out of the question. Nevertheless, in this store there are some splendid suggestions even for the merchant doing business in a small establishment. The schemes adopted by Scovil Bros. can be introduced by merchants of less means on a smaller scale perhaps. The suggestions are here. It remains for each particular dealer to apply these to his own particular needs.

IS EARLY CLOSING POSSIBLE?

Some See Difficulties — Others Have Discovered No Losses Result — In Some Places Dealers Quarrel—In Others They Work Together for the Good of the Community—A Variety of Opinions.

WHAT do you do with your evenings. Do you work constantly, or is the business so arranged that nights at home, or in the society of your friends are events of every week occurrence?

Many men's wear dealers are open practically every evening—open from morning until late at night. Some think this necessary. Others say they are going to get out of the men's wear business if it is necessary—for life is too short to give it all to business.

Some merchants say: "In a moderate sized place I think it would be possible to close evenings—but in the big cities no. Why if we closed in the evening it would mean the department stores get the business we are now securing. Only the few men's wear dealers who can afford to be in the heart of the down town section would get business."

These are the opinions often heard. On the other hand there may be noted a strong, contented note from many who have been going their own way, closing when they think best, irrespective of mail order house competition, and who have been successful.

The problem of closing is a big one; and in the hope of aiding some men's wear merchants to arrive at a satisfactory conclusion, Men's Wear Review has been in touch with a number of dealers, asking them what they think of this store closing problem—what has been their experience.

Note some of the opinions:

BROWNS' LIMITED, PORTAGE LA PRAIRIE, MAN. —"All stores in this city, except confectionery, drug and book stores close sharp at 6 o'clock every afternoon with the exception of Saturday, when they remain open until 10 o'clock. This is regulated by a city by-law, and is not at the present time optional with the merchants.

J. G. MCINTOSH, SCHREIBER ,ONT.—"We are practically the only men's wear dealer here. We open at 8 and close at 7 each day except Saturday. We close on Wednesdays at 1 during the months of June, July, August and September. These hours meet the need of the community."

THE NORTHWAY CO., ORILLIA, ONT.—"Here we close at 6 o'clock except on Saturday, when we keep open until 11.30. During the summer we close at 5 o'clock except Saturday evenings, when we are open until 11.30.

McCAY AND SON, OXBOW, SASK.—"We have closed our business for the last five years at 6 o'clock. Life is too short to keep open longer. This may drive a little business to the mail order houses—we don't know—but if we continue to keep up-to-date goods at the right prices, and sell for cash we are going to live anyway."

W. A. McCULLOUGH, QUEEN ST. WEST, TORONTO —"We close Wednesday afternoon during June, July and August, but would welcome shorter hours if the same ends could be accomplished. Whether this curtailment of hours would hurt our business we cannot tell. It could be given a trial. It is possible that the department stores might cut into the trade in the outlying districts, but would be willing to take a chance if all others did the same."

PERCY MORRIS & CO., EDMONTON, ALTA.—"We close 6 p.m., every day except Saturday. I think the small

Another view of the ground floor of Scovil Bros.' new store, illustrating the prominence given canes, umbrellas, and the special arrangement for the made-to-measure department in the mezzanine floor at the back.

stores benefit by keeping open Saturday nights, as in most large centres the department stores are closed, although here only one does. It might be possible to arrange a half holiday during the week for five months, or in the summer, but not the year round."

THE CRESSMAN CO., PETERBORO.—"All stores close here at 6 o'clock except Saturday night."

D. G. CRAIG. WOLSELEY, SASK.—"I think that we have short enough business hours now. Take myself for instance. I allow my clerks two weeks off each season with pay, also a half holiday each week through the summer months which I think is all that could be expected. I think that it is necessary to keep open in the country places on Saturday night."

R. A. HART, WEYBURN, SASK.—"We have not any early closing by-law, but all, except a few skinflints, close at 6 p.m., sharp. We have fast time the year round, which is preferred as the extra hour's daylight at night is enjoyed more than the weekly half holiday. The people are given to shopping in the last hour, no matter how long the merchant stays open to cater to their trade. All the best shops in the Prairie cities close at six, or at least as soon as they grow independent of local farm trade.

"We have quite a wealthy population of farmers in our locality and have had no difficulty in establishing the habit of early shopping, the result is now most of them are out of our city by five p.m., during the summer and not later than four p.m. in the winter.

"You will find the daylight-saving by-law will work wonders for economy and health.

"You will notice the major portion of shopping always is done in the afternoon, thus opening one hour earlier in the cool of the day, you will get better results from any staff, and then have one hour less heat to endure in the afternoon in office, shop or factory.

"The extra hour of daylight after six equalizes the former Wednesday half holiday.

"The half holiday each week has proved a loss out here, as shopping is done in the afternoon, and in a transient country many people are not aware of such holidays.

BENTLEY AND HEARD, STRATHROY, ONT.—"In our town all the stores but drug and confectionery close at 6 to 6.30 o'clock, so all the clerks get their evenings—except Saturday."

BELL'S, STAYNER, ONT.—"We close every evening but Saturday at 6 o'clock. But our competitors are open every evening, in a clandestine sort of way, so that in self-defence we may be obliged to depart from our custom by keeping open every alternate night."

G. H. LUERY, STIRLING, ONT.—"During January, February and March we all close at 6 o'clock every night except Saturday night. The rest of year we keep open Tuesday and Thursday nights. And we are thinking seriously of making it every night at 6 o'clock, during October, November, December, January, February, March and April, and don't think there is anything lost.

Ours is only a country village of 1,000 people and cannot venture an opinion as to larger places."

J. T. BALL & CO., ORILLIA—"We have for the past few seasons been closing our places of business on the street for three months, at 5 o'clock every night, except Saturday, and find it better than the half day given in some towns as it assures the public of being able to get service every day of the week. This arrangement, of course, only applies to June, July and August.

"I fear if the small merchant in large cities were to be kept closed at night he would gradually find his trade going to the large departmental stores, as they, with their larger organization, advertising, etc., would swamp the smaller merchant. We also think the smaller merchant who fills a not unimportant part of our business and social life and who pays a large portion of taxes, as well as contributes generously to all charitable organizations, should receive more consideration from our legislature than they do at present, to prevent being swallowed up by big departmental stores. This is frequently the day of the Big Man and the Big Corporation."

HALLIDAY AND CARLISLE, INDIAN HEAD, SASK.—"We close at six o'clock except on Saturdays—then 10 o'clock. We believe six o'clock closing does not drive business away."

GEO. ROBERTS, PENETANG, ONT.—"We close every night at six o'clock except Monday and Saturday. We used to stay open every night, and find our present plan much more satisfactory. Business has not been hurt.

WILL J. SIMPSON, ALEXANDRIA, ONT.—"We close Monday, Wednesday and Friday evenings—during June, July and August—and thus far it has worked well and so far as known has not been hurtful to business."

W. T. PHIPPS, STROME, ALTA.—"Early closing is best. We have never found it drove away any trade."

SAMPLE BROS., KERROBERT, SASK.—"By mutual agreement all stores in our town close at six o'clock with the exception of Saturday night, and nights before holidays. A movement is now on foot to close all places of business on Thursday afternoons at one o'clock beginning May 15, continuing to August 15. This will, no doubt be also a mutual agreement among the merchants. We do not favor a by-law, as it sometimes is very inconvenient to a customer who, through circumstances, might be compelled to come to town on a holiday, and yet would want to make some purchases at the same time. If we had a by-law we could not accommodate them, but by our mutual agreement we are able to see that the customer has his wants supplied. This, in regard to six o'clock closing, worked out very satisfactorily, and nobody has become jealous of his competitor in the six years' practice. This, you see does away with any fear of business being sent to the mail order houses. This probably would not work out so satisfactorily in all towns, but the business men of Kerrobert have ever pulled together for their personal benefit, and the benefit of our town."

T. H. BROWN, ROSSLAND, B.C.—"Here we all close at 6 p.m., except Saturdays, when we stay open until 9 p.m. This closing early has not hurt business. I believe in leaving the department stores alone and pleasing myself. Life is too short to work night and day trying to grab it all, yet I have no debt on house or store, my drafts are paid to the minute and I don't owe the banks a cent."

COMPLAINS OF SCARCITY

Jonathan Dowler, of the firm of R. H. & J. Dowler, St. Thomas, has returned from a buying trip to Montreal. Mr. Dowler made extensive purchases of men's and boys' clothing, including 635 boys' suits.

"I found business very good in the East," he said, "but supplies are scarce in the clothing and dry goods trades. Overalls are almost off the market. I can place an order for two or three hundred dozen of these and then I'll get about twenty dozen. The matter is indeed a serious one."

W. J. Spence has removed from Milton to Waterdown, Ont., where he has opened a men's furnishing business.

GLOVES OF KNITTED TAPE

J. J. Cash offer the trade a decided novelty in bath towels and gloves, made of knitted linen tape about ½-inch wide which presents an ideally rough surface to the energetic bather.

An Attractive Summer Unit

TRIM BY A. MATTHEWS, STOLLERY'S, TORONTO.

An exceedingly summery display this—suitable either for store interior or for the store window. It suggests needs which for months have been unthought of—the need of a belt, of soft collars, of shirts; and to course of some of the newest ties. As it appeared this trim presented an appealing color scheme. As ground work was used velvet of salmon color, or something very near that shade. Against this the white socks, shirts and collars showed up strongly, and ties and silk gloves also stood out well.

REGISTERING A TRADE MARK AT OTTAWA

Cost is $35 or $40, Including Patent Attorney's Fees — "Special" Trade Marks for One Line, "General" Covering Everything—Injunctions Issued Where Priority is Proved.

Written for The Review by a Patent Attorney

THERE are two kinds of registrations or copyrights that apply to trade marks, the one for "special" lines, the other a "general" one. A special trade mark is the exclusive right given to a firm to use that special name or brand or device of any kind for one line of goods, such as hosiery, underwear, dress goods, boots and shoes, etc.

A general trade mark is the right given to a firm to use its name or trade mark or brand exclusively for any number of goods which it may turn out or handle, and at the same time prevents any other firm from using this name. No other firm could use this name even if it wished to apply it to goods that were not turned out by the firm to whom the privilege had been granted.

$35 or $40 for Registering

It is easy of course to understand that these general trade marks and registrations are more difficult to secure than the special ones.

The cost of registering these trade marks with the Dominion Government under the Patent Branch of the Department of Agriculture is quite moderate, $35 for a separate, $40 for a general. The government cost is $25 and $30 respectively and a patent attorney is usually paid about $10 for his work. Of course when a drawing has to be made, as in the case of machinery or special devices, the cost is added to by this, but all the clerical work is covered by the $10 charge of the attorney. The special trade mark is good for 25 years, when it has to be renewed for a similar period at the same cost, but the general trade mark is good for all time.

Priority in Use May Break Registration

The government department is very strict in connection with the registration of trade marks. As a rule priority decides which firm shall have the right to a certain trade mark. I mean by that that if a firm shows that they have been using a certain trade mark for some time, say, for a few years, and have built up a business on the basis of that, and that the public is familiar with that trade mark, that it helps to sell the goods, but unfortunately they have omitted to have it registered, no other firm even if it applied first, is allowed to retain a copyright on this name. Even if the second firm secure a registration and the first firm brings its case before a court it nearly always happens that if they can prove priority in use an injunction is issued against the use of their trade mark by the second firm. Thus, the court can rescind the action of the department.

Search Under Both Heads

When a search is made at Ottawa it is not difficult to find out whether a name has been used before, as all trade marks or brands are tabulated under two headings, one special and one general. All the names that have been registered for corsets for instance, are under the heading "Corsets," all those for a breakfast food are under that heading, so they are easily kept track of. On the other hand there is a list of names for which general registration has been issued.

Where Foreign Firm Can Get Injunction

In the case of United States and British firms many of them of course register their name in Canada, but where this is not done and a Canadian firm appropriates the brand name, it is usually a simple matter for the outside firm to get an injunction by showing that their brand has become well known and they have gone to some expense in obtaining publicity for it and that they would suffer a hardship by the use of it by a Canadian firm. There would be no objection in regard to making use, however, of a trade mark or brand that has been used for one line of goods and adapting it to another line. For instance "Black Cat" has been used for cigarettes as well as hosiery.

As a rule it is well for firms to have an out-of-the-way name for trade marks, as this makes it easier for them to get registration and there is less likelihood of this name being confused when used for other lines of goods. The department usually refuses registration on an ordinary firm name such as "Thompson," when a single name only is used. The position they take of course is that any other Mr. Thompson might claim the right to give the brand "Thompson," to the same line of goods if he were manufacturing them, and the department would have little to say against his claim. On this account it would be usual in that case to use an initial or some other name with this, or better, not to use the name at all.

An Interesting Origin for Underwear Brand

A very interesting case illustrates this point. The Review was speaking to Mr. Charles Turnbull, of the Turnbull Co., of Galt, about the origin of the name "Ceetee," that this firm uses for underwear. As a matter of fact this is simply a spelling out of the initials C. T., standing for Charles Turnbull. Mr. Turnbull states he could not restrict anyone else with the name of Turnbull from using the term Turnbull Brand if he wished to go in for making underwear, because he would have as much right to it as he himself, and that is why he used this distinctive brand formed from the initials of his name.

BUSY WITH WAR ORDERS

(Daily Province, Vancouver)

I. Claman, president of Claman's Limited, the prominent Hastings Street clothiers, returned a few days ago from an extensive purchasing trip in the East. In an interview to-day, Mr. Claman said:

"I found business in a flourishing condition, both in Eastern Canada and in the United States, factories of every description are working to capacity on war orders for the Allies. In fact the manufacturers are so occupied with war orders that it is next to impossible to secure merchandise of any description.

"The clothing business is affected to a greater extent than any other lines. As a matter of fact I found it in a state of chaos. Very few clothing manufacturers will accept further orders. Those that will refuse to guarantee delivery. The shortage in dyes is very alarming, and unless speedy relief is given it will result in everybody having to wear plain grey.

"I was fortunate whilst in the East in obtaining delivery of a large quantity of merchandise that had been reserved for my firm."

CAP MANUFACTURING AND ITS PROBLEMS

Each Order Has to be Kept Distinct — Impossibility of Manufacturing Ahead, Largely Because so Many Merchants Want Their Name in the Cap—The Problem of Grouping Orders to Keep Down Expense of Production.

SUMMER outings by automobile or boat—golfing tournaments and canoeing trips—all these create a strong demand for caps in the Summer months. It is therefore appropriate at this time to discuss the steps by which these caps are made, in accordance with Men's Wear Review's general policy of telling each month the life story of one of the lines handled by Men's Wear Stores —a policy adopted upon request of many readers.

Of course the problem of getting the cloth necessary for the construction of caps is an exceedingly big one at the present time. That, however, need not be considered here, but it may simply be taken for granted that the cloth has been secured, and that there it stands in the factory, in big bales. Some is on the cutting table ready for the first process in the manufacture of a cap.

The Cloths Used

It is interesting to note the styles of clothes used in the making of caps. These run from cotton, which may be secured as low as 15c a yard, to silk worth $1.50 per yard, and include woolens, which under present conditions are bought at various figures, ranging from 2/- per yard to 5/-. In ordinary times practically all this cloth—even the cotton—is brought from the old country. This year, however, everything has been upset and much of the cotton, at least, has been procured in the United States.

The cap manufacturing industry is one wherein there is a tremendous amount of detail work. There must be a continual check that everything may go out in proper shape and without unnecessary delay. To enable this checking and quick production a system something like this is followed.

An order comes in from Mr. Blank. By this order he asks delivery of half a dozen of one line of caps, a dozen of another line of caps, 2 dozen of still another line. In all perhaps he orders 10 different ranges. Now in the office there is made out a separate ticket for each item of the order. On this ticket is marked how the cap is to be made, the cloth to be used, the style to be followed and the general trim. This order is made in triplicate, and is given a number.

Cutter Groups the Orders

Now these tickets, which represent the entire requisition sent by Mr. Blank, are taken to the cutter. At the same time this cutter will get similar slips, treating in the same way the orders received from other merchants in all parts of the country. Taking these he sorts them over to secure a large number of requisitions for one style of cap. There may be, for instance, 10 tickets showing that 10 merchants, whose order they in part represent, want, taken together, fifteen dozen of a certain style of cap. The cutter, therefore, gets his cloth together and cuts out these 15 dozen. This work is done in part by hand and in part by electricity.

These cuttings are then tied up by the cutter—each dealer's order being kept as a unit—and the bundles are sent forward to the lining cutter.

Now the tickets for Mr. Blank's various requisitions, were, it will be remembered, made out in triplicate. One copy of each requisition was sent forward to the cutter, another kept in the office, and the third went forward to the lining cutter. On the third slip—the one which goes to the lining cutter—there is as well as the factory number the name of the merchant who actually placed this order, and there is also some information as to the printing which is desired on the cap—that is whether the merchant merely wants the trade mark or name of the manufacturer, or whether he also wants his own name printed on the lining, and just how he does want it to appear.

Linings Cut in Advance

The lining cutter can depend on a certain demand, and can cut further ahead than can the cutter of the cotton, silks, or woolens used for the cap exterior. He will, therefore cut up 400 or 500 linings at a time, for he knows there will be a demand for these. The various styles of linings he stores away in what looks like large pigeon holes.

When the slip made out from Mr. Blank's original order gets to him he sees that half a dozen of a certain style of cap is ordered. Nothing is said about the lining, but there has been prepared in the office information which gives instructions as to the style of lining which goes with each style of cap. Thus all that is necessary for the lining cutter to do is to refer to this information and he can at once pick out the correct lining. Thus he goes through all the slips sent to him.

His work, however, cannot stop with this sorting. He has again to consult his instruction slip and see that the linings are made up in proper style and sent to the printer, where the particular wording which is desired by the merchant is put in. Then the slip is again referred to, and the parts as they came from the cloth cutter, and the lining for these are put together and passed forward to the foreman's room.

Responsibility on the Operator

In this foreman's room also a great deal of sorting is done. The assistant foreman makes sure that the various parts of the caps are kept together. He makes these up into a bundle and the foreman gives these out to the operator whom he knows from experience is best qualified to make up the work. But before the bundle goes out to this operator there is entered in a book kept for the purpose a note as to the number of this order, and to what operator it is going for completion. This is particularly necessary, for supposing you, Mr. Merchant, should send a wire inquiring why certain caps had not been rushed to you according to your request—it is this order number and this entry in the book in the foreman's room which enables the office to do the necessary tracing to find out if there really is any delay—where the delay is, and to see that this delay ceases and that you get your caps.

The operator takes the pieces received, puts them on his machine—which of course runs by electricity—and sews these together with incredible speed and remarkable skill. First he makes the body of the cap, then the peak. Having gone thus far the cap exterior is passed to another

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MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

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A LESSON FROM KERROBERT

ELSEWHERE in this issue is an opinion from Sample Bros., Kerrobert, Sask., in which, speaking of early closing, they have this to say:

"The business men of Kerrobert have ever pulled together, for their personal benefit and the benefit of our town."

This is a wonderful tribute to the merchants of this Western town. It indicates that all are taking a broad viewpoint, that all are anxious to co-operate to the end that life may be made more pleasant both for themselves, and for the people of the community which they serve.

It is the lack of this "get together" spirit which is spoiling business in a number of towns. It is a lack of this spirit which is making men work sixteen hours a day to do the business which might well be accomplished in eight. It is the lack of this spirit which is bringing about unwarranted price cutting sales, sales only tending to upset conditions and result in the consuming public having shoddy goods forced upon them. It is lack of this spirit which causes so many to feel that their work is hardly worth while.

There is a lesson for many in the attitude of the merchants in this Western town of Kerrobert—"may its tribe increase."

FORGETTING FATHER

THE cry is all for the young men and for the old man's young clothes. We are in danger of forgetting that large class of staid citizens, varying in age from medium to advanced years who refuse to hearken to our Siren cry. Still they wear clothes, of the kind our fathers wore, and that perhaps we wore once—staples of the trade that now are never shown in shelves nor windows, but must at each call be shamefully disinterred from some obscure corner of the stock.

Seriously, there doesn't seem any good reason why stiff, white bosomed shirts, turn down collars and black string ties cannot be featured from time to time as well as the latest models of apparel. The demand exists, it always will, for it is constantly fed by the hand of Time, and so utterly has it been forgotten that to cater to this trade would be almost original.

THE WORD OF APPRECIATION

"WE WERE congratulated by our employers." This sentence appears in a letter sent Men's Wear Review by two window trimmers, who recently submitted photographs of their work in connection with Men's Wear Review monthly window trimming competition. The sentence is significant. It indicates that the approval of the employer was highly appreciated, and that this expressed approval stimulated the young men to better things.

There is a lesson here, perhaps, for dealers who are a little backward in expressing appreciation of the efforts of their clerks.

In going about from store to store we have been greatly impressed at the enthusiasm which clerks display. Time-servers are exceedingly few. Almost without exception the young men who are employed at so much per week take the keenest interest in their work—show more interest sometimes than the owner of the store.

Of course there is something of self-interest in their enthusiasm. They are unquestionably looking forward to the time when they themselves will be merchants, and are making every effort to learn, so that when the time comes their venture will be successful.

That, however, is neither here nor there, as far as the owner of the store in which such young men are employed is concerned. They are serving him enthusiastically while learning to build for themselves later on, and every word of commendation he justly gives means that he gets more from these men. It is a great thing to be able to say the word of congratulation, and there are many whose tongues are absolutely unaccustomed to framing such words.

SASKATCHEWAN RETAILERS MEET

ONE of the things emphasized at the convention of the Saskatchewan Retail Merchants' Association in Regina last week was the seriousness of mail order competition. To the merchants it seems like a fight for existence. Discussion took place there as to the best methods of meeting it.

One of the other important matters which came up was the proposal to establish a Western Board of the Dominion Retail Merchants' Association. The idea is to include Manitoba, Saskatchewan, Alberta and British Columbia. Resolutions were passed bearing on many important matters such as smuggling goods into Canada, lower freight rates, opposing the bulk sales act in its present form, approving the Retailers' Trust Company and endorsing the Bankers' and Canadian Credit Men's Trust Association.

Perusal of the complete report, which appears elsewhere in this issue, will be of value to Eastern retailers in order that they may know what the West is doing and thinking about.

TRADE-MARK REPETITION

A VERY significant statement is that made by a member of a hosiery firm quoted elsewhere in this issue, in which he says that they have done very little consumer advertising, but, devoting most of their energies to reaching the retail trade, they have brought a certain line to a position of first place in the matter of sale in Canada. This is not referred to in order to minimize the value of judicious advertising to reach the user of the goods, but to draw attention to the immense power wielded by the retailer. Convince him that your goods are of the quality he can guarantee to his customers, a quality that his customers will come back for a second time, and you have the consumer more than half sold. With all the confidence held by the public through a widening knowledge of goods and business conditions, the man behind the counter can sell this line or discourage the sale of that in a majority of cases,—where he has earned the confidence of the people who deal with him.

But in whichever direction publicity works, the value of steady repetition can hardly be overestimated. In a recent issue of Printers' Ink, dealing with "Stories of some successful British Slogans and headlines," the statement is made in reference to the "innate conservatism" of John Bull: "Once convince him by sheer repetition that a thing is good for him, and prove it to him in your product, then his national trait of holding on fast comes into play and the advertiser rakes off the fat profit that can only spring from the cream of the repeat order."

One case is mentioned where the slogan "Try it in your bath" was kept up until by sheer insistence the average Englishman began to use it. It was repeated year by year that "If she wants to make a blouse she may just as well cut it out of Viyella," that "Johnnie Walker, born in 1820, is still going strong," and in every bus or tube the passenger is told to "Get it at Harrod's."

Or in the language of this continent, success is won for the trade-mark and the merchant alike by "Keeping everlastingly at it."

RE-NAMING MANUFACTURING CENTRE

A CITY which has been exceedingly closely connected with the men's wear trade, has, like Kipling's shop of which he speaks in his "Days Work" been finding itself.

When the war broke out, Berlin, Ont.—one of the best manufacturing centres in Canada, and one of the most progressive cities, possessed of remarkable educational facilities and many beauty spots, found itself bearing a name which had come into disfavor.

It was felt by many that a change of this name would be advisable. Others disagreed, probably hesitating at making any change and holding after all that the name had come to signify the qualities that are to be found in Berlin, Ont., and not in any other city of that name.

Finally the matter was put to the vote of the people and after a closed ballot, there was reached a decision to change the name.

Now it remains for the citizens to find a name which will be in all ways suitable.

Aside from this question, all Berlin seems to need at the present time is more labor. It has the factories, and the capital to build more factories. The people have the initiative to plan big things, but at the present time the brake on the wheel is the labor market which has been unduly upset by reason of the war. It is to be hoped this state of affairs can be changed as the name is to be changed.

CAP MANUFACTURING AND ITS PROBLEMS

(Continued from page 33)

operator, to put on the fastener which holds the front part of the cap to the peak, and the button at the top of the cap, if this button is to be used. Then the cap goes back to the operator again who puts in the lining. When the entire bundle which was given him by the foreman is completed in this way, the operator takes this back to the foreman's room, and an entry is made in the book to show that the goods have come back.

Finishing the Cap

After this cap goes to the blocker, who gives them their finished shape. Then to the examiner, who inspects them carefully to see that the workmanship is perfect, and that all is as it should be. Then he packs the caps and puts them in shape for shipment.

It will be noticed that where operators have been mentioned in this description they have been referred to in the masculine gender. As a matter of fact there are girl operators in a number of cap factories, and some of them are exceedingly skilful. But the very best factories seem partial to male help, regarding this cap work as work for skilled mechanics. It is only certain operations, especially the making up of the linings, which is entrusted to girls. Nor do girls put the linings into the caps. As a matter of fact when the parts once leave the foreman they are in charge of the particular operator to whom they have been given, as he does all the work upon them with the exception of putting in the fastener on the peak and the button on the top of the cap.

Work Done After Order Received

It will be seen that this manufacturing of caps is a work of detail. Every man's order is a separate operation. The cap business has not come to the point where the manufacturers can go ahead and make a certain number of a certain size. For various reasons this is impossible—notably because many merchants want their own name on the lining. Manufacturers have to make up samples and take orders from these. Then, when they get the order and learn definitely what the merchant wants printed in the lining, they make up according to the order; and it is only by grouping a number of orders for similar styles, sizes and materials together that the overhead expenses can be kept down.

WESTERN MERCHANTS FIGHT MAIL ORDER

This Competition Thoroughly Discussed at Regina Convention of Saskatchewan Retailers—Co-operative Buying Talked Of—Meet in Moose Jaw Next Year

Reported by Geo. D. Davis, of Editorial Staff of MacLean Publishing Co.

ON this, the third anniversary of the meeting at which the retail merchants of Saskatchewan organized, the convention was again held in Regina; and, as in 1913, more than 400 retailers from the North and South of the Province gathered to discuss the many problems of importance to them.

Perhaps the chief amongst these problems is that of the invasion of the mail-order house, and during the convention a great deal of attention was devoted to this question.

An exceedingly good idea of what this Saskatchewan association has accomplished in the three years it has been in existence is given in the address of the President, Mr. George A. Mayee of Maybee-Kennedy, Ltd., Moose Jaw. Mr. Maybee was just completing his second term as president of the live association, and was in a position both to review the work done and to utter a warning against certain dangers which, he felt, threaten the highest usefulness of the Association.

Victoria Square, Regina, Sask., city in which convention of Saskatchewan Retail Merchants' Association was held.

In the course of his address, which he termed a heart-to-heart talk with his fellow members,—and Mr. Maybee is a wizard at such heart-to-heart talks—he said:

While I say we are laboring under a terrible gloom, we have in this country a great deal to be thankful for, for what kind Providence has given to us in the past twelve months. We have been blessed by the greatest harvest our country has ever known, and prosperity is fast becoming within the reach of every retail merchant, in the Province of Saskatchewan. And times are very much different commercially than they were a year ago, due to bank reserves having accumulated, trade and commerce developed, and we are enjoying, at the present time a commercial condition far superior to the one in which we were in twelve months ago to-day. So at this convention this afternoon we have a great deal to be thankful for indeed.

We owe a great deal to the present Government of the Province of Saskatchewan for taking upon itself the responsibility of wiping from this province, and I believe for all time to come, the liquor traffic as it was being conducted by the bar room system of the Province of Saskatchewan. I don't know of any commercial institution that received as much direct benefit from the eliminating of this wholesale waste of money as the retail merchants of the Province of Saskatchewan. We are told, and quite rightly told, that this manner was brought about by the people. I heartily agree with every man, that there never was a piece of legislation worthy of the name of legislation in any Province but was placed there by the hands of the people themselves. I refer to majority rule, and I will be glad, Mr. Chairman, and the time is not far off, and resolutions of that kind are very acceptable to this convention, when the present dispensary system as operated by our Government to-day shall be wiped out absolutely. I want to be fair in my comments. I want to give honor to whom honor is due. I compliment the Government very highly indeed for wiping out the bar rooms in Saskatchewan, but upon my standing as a man, I hereby condemn and abhor the dispensary system as it is being conducted at the present time. It grieves me, it hurts me from both sides and within, to see our people, our retail merchants, taxed to the limit by levies for one kind and another, in order that our boys in kbaki may be fully and properly equipped for the task that is before them, and to see an institution pouring that accursed liquid of fire into our boys in khaki freely and fully in wholesale quantities. I will ask this convention in the first place to consider if it is not within our rights that we should ask this Government of the Province of Saskatchewan if it is not an opportune time to wipe out this dispensary system absolutely and altogether. It certainly must be time when they shall cease to hand out in any shape or form to the soldiers of the King the free will offerings of the boozeoriums.

This Dominion Board situation, I might say, is not all that it should be. I am going to talk plainly to you when I say it is not satisfactory to us at all, because we are called upon to pay into the treasury of this Association a per capita tax, while we as an Association in Western Canada cannot figure anything that we are receiving of any importance to us in the world, and we promised you last year that we would not invest a dollar of your money in anything, without your consent, where we could not show you that we would receive some direct benefit in return.

The requirements of the East are not fitted to the requirements of the West. Business is conducted in the East very differently from the West. Their system of business is not applicable to ours, and ours is not applicable to theirs. So you will be asked at this convention to consider the advisability of organizing a Western Branch of the Dominion Board, taking in the four Western Provinces, owned, controlled, manned and managed by ourselves. This will not interfere in any way with our strength as a Dominion Board. It will add to our strength, because if it is necessary to go to the fathers at Ottawa to receive anything by way of legislation, the Eastern and Western Boards could unite on the same, but there are sometimes many things crop up that are required in some of the Provincial Parliaments of Western Canada, that we need the united support of every member of the whole Western Branch, to put them through. You can see the sense of that, I am sure. If a certain matter comes up in a certain Province, and it is necessary and fair and useful, it is our duty as a Western, Board to assist that Province with all the power that is in us, to put that legislation through, because it has a doublefold effect, if it is defeated in the four provinces. If it is carried in the one province, it goes a long way to carry it in the other provinces, but the greatest duty we have to perform as retail merchants in this Province is not so much to seek legislation as it is to prevent legislation that is detrimental to our rights, so the idea of the Western Board is just as much to prevent legislation as it is to seek legislation.

We have had in this Province the last year one of the wickedest things I ever heard told in my lifetime by way of proposed legislation, and that was when the Credit Men's Association went to Regina and tried to have a measure passed by the Government that all assignees of every nature, by Act of Parliament, should be turned over to the Credit Men's Association of the Province of Saskatchewan. We went to Regina when that possibility came up and we blocked it, and we stopped it. Of course they heard that we had in mind the idea of forming our own retail trust company, and with this idea in view they tried to slip across this legislation. You will be glad to know, gentlemen, how this thing turned out. This proposition of theirs failed and the Retail Merchants' Trust Company is to-day on the Statutory Board of the Province of Saskatchewan.

We have not yet developed far enough to have foresight enough to prevent some of the merchants becoming bankrupt. I believe the idea of th Retail Trust Company will go a long way to eliminate that evil, but if bankrupt stocks are to be put on the market, we have been assured this much from the different trust companies, and that is, when a bankrupt stock is in your town, that we have the option of purchasing the stock in this manner:

After the assignees receive the highest bid they can get, they have agreed to give the merchants of that town the option of buying the stock at that price.

Your small debt court, we were successful, as you will re-

member, in having legislation passed, whereby all sums up to $50.00 may be collected, before your police magistrate, and a judgment granted thereon without cost to you. This has been raised to $100.00. With this additional that any amount over and above $50 when judgment has been signed, if there is no other way of collecting it, it may be registered against the land.

How can we improve our buying powers?

Am I in favor of co-operative buying gentlemen? I hope you may never misunderstand me. I don't give one snap whether you agree with me or not, but I do hope the time will never come that I may be misunderstood. Co-operative buying certainly. How can we do it? Through the Merchants Consolidated, through the Canadian Supply Company. I do not know, but there is one thing that I want to make plain here, and I want it to be heard in all corners of this building, that the Retail Merchants' Association of the Province never has been, and personally I hope will never be, attached in any shape or form with any merchandising institution of any kind. If I understand the Retail Merchants' Association rightly, we are a protective institution, we have tried to harmonize merchants, we have tried to enact laws that will give equal rights to all and special privileges to none. We believe that legislation that is good for the merchant in Saskatoon is equally good for the merchant in Swift Current, and the legislation for the merchant in Grand Coulee is equally good for the merchant in Mortlach. And we are a united family, thank God, and as long as the special privilege part of it is struck out we always will be. There are three things that have broken up families, they have separated man from his wife, they have divided partnerships, they have eliminated friendships, they have busted confidence, and these three things are religion, commercialization and politics. We have eliminated everything of a political nature. You helped me kill that last year so nobly, I will never forget it.

During the Convention, Mr. Henry Detchon, general manager of the Canadian Credit Men's Association delivered an address in which he made it clear that this association aims to work hand in hand with the retailer. As he said:

"The Canadian Credit Men's Association aims to help the retailer to place his business on a sounder basis. Our chief object is to eliminate the crook from business and thus help all classes of trade. During the course of the preceedings, however, Mr. Detchon had it very closely brought to his attention that the retailers present do not see eye to eye with the Credit Men's Association on every subject. The chief grievance has been the selling of bankrupt stocks by the Credit Men's Association, but legislation has been secured which practically prevents merchants of a town suffering by reason of a bankrupt stock sale.

In the Secretary's report Mr. F. E. Raymond had something to say about the mail-order competition question and also about the question of fire insurance. Sections from his address dealing with these subjects are herewith quoted:

Mail Order Competition.

During the past year the subject of mail order competition has received a great deal of our attention. It has many times been proposed that we endeavor to have a tax levied on mail order houses for the business done outside of the municipality in which they are located,

Group photograph of members in attendance at the annual convention of the Saskatchewan Retail Merchants' Association held in Regina from May 9 to 11, taken in front of the convention hall.

or on their catalogues. Your executive has never considered that the imposition of such a tax would meet the case, for reasons that have already been explained in the columns of our magazine, "The Retailer." It is considered that the only means by which this competition can be met is to fight mail order houses with their own weapons—that is, improve our buying facilities and service to the public.

A plan has been developed by which this can be done, and which will be explained to you during the course of this convention.

Fire Insurance

As is now generally known the charter for a Retail Merchants' Mutual Fire Insurance Company was secured in August last, and this company has been writing business since the 1st of September, 1915, with fairly satisfactory results ,although there are still a great many members of the Association who have not yet placed a policy with us.

The aim of the company is to eventually give members of the Association insurance at cost, in the meanwhile accumulating a surplus in order that the lines written may be increased from time to time as the reserve fund warrants. The first annual meeting of the company is to be held at 10.20 to-morrow morning, when a complete report will be submitted. Mr. J. W. Black, a thoroughly experienced insurance man, is in charge of this department, and in addition to issuing policies he has done a great deal of good work in checking the policies of other companies to see that they are properly worded and that our members are getting the protection for which they are paying. Every member of this Association is urged to take advantage of this service, which is free for the asking.

Another section of his address—interesting as showing the assistance the Retail Merchants' Association of Saskatchewan is aiming to give its members—dealt with the question of advertising. On this subject Mr. Raymond had this to say:

A new departure in connection with our work is that of an advertising department in charge of Mr. W. R. Kell. This has been started as a result of enquiries made which go to show that a great deal of money is wasted annually in worthless advertising. Any member is entitled to free suggestion regarding his advertising campaigns, and at nominal cost.

What was perhaps the most warmly discussed question dealt with two companies which have just grown up in the West, having as their object the consolidation of buying so that the retail merchant may get prices which will enable him to successfully compete with the big mail-order houses. The Merchants Consolidated was shown to have a number of stockholders among the members of the Saskatchewan Association. The Canadian Supplies Co., which has practically grown up with the Association, and which has as its managing director Mr. J. L. S. Hutchinson, treasurer of the Saskatchewan Association, was also shown to have shareholders in the convention.

Representatives from both these companies addressed the members in session from which all but the regular members and representatives of the trade press were excluded. Then the tremendous business done by mail-order houses in the West was discussed. Mr. Hutchinson, as always, was ready with figures, and put forward these companies to enable co-operative buying as the remedy which would strengthen the hands of the retailer in fighting these big mail-order houses.

Finally it was determined that a committee composed of a representative from the Merchants' Consolidated, the Canadian Supply Co. and from the Executive of the Saskatchewan Retail Merchants' Association should consider the whole question with the object of trying to form an amalgamation of the two companies, getting them on a basis which would make it easier for merchants to take advantage of the service they claim to offer. This committee will report at the convention next year, but before that time will discuss matters with the executive.

As usual, there was a good deal of competition on the part of various Saskatchewan cities which wanted to secure the convention for 1917. After Saskatoon, Moose Jaw, Weyburn and Swift Current had extended invitations, the delegates were given a good laugh when a member arose and solemnly proposed that they should next year convene at the Willow Bunch. As he put forward the advantages of this place, which is 35 miles from the nearest railway station, the delegates laughed uproariously. Finally, it was determined that the 1917 gathering should be held in Moose Jaw.

The election of officers was then held, but before this came to a vote G. A. Maybee and W. W. Cooper, last year's president and first vice-president, advised the Association that it would be absolutely impossible for them to accept office this year. The announcement was received with very evident regret, but members realized that others should be ready to take up the heavy burden of these positions. Th election resulted as follows:

President—A. A. Evans, Outlook, Saskatchewan, General Merchant.

First Vice-President—H. B. MacPherson, Regina, Sask., Men's Wear Dealer.

Vice-President—S. W. Smith, General Merchant, Weyburn, Sask.

Secretary—F. E. Raymond, Saskatoon.

Treasurer, J. L. F. Hutchinson, Hardware Merchant, Saskatoon.

Organizers—J. F. Brayler and G. W. Anderson.

A. A. Evans, the new president, is a member of the firm of Evans & Lougheed, Outlook, Sask., and has always taken a deep interest in the work of the association. He has been a retailer for 28 years. He started in business with $317 in cash and as he says himself, has held his own ever since. Mr. Evans thanked the members for the honor conferred upon him and assured them that his best efforts would be used to further the interests of the association. Mr. Evans eulogized the work of the retiring president, Mr. Maybee, and referred to the splendid progress which had been made during the latter's term as president.

Subsequently by a unanimous vote Mr. Maybee was elected honorary president of the association.

MEN'S WEAR REVIEW REGULAR MONTHLY WINDOW CONTEST

To encourage merchants and clerks having their good window trims photographed, so that the ideas of these trims may be clearly brought out to assist other dealers, Men's Wear Review started its Monthly Window Contest.

The results have been gratifying in every way, entries being received from east and west, and the trims being of high order.

Some which have not been awarded the prize were yet very good—they failed to win, perhaps because they lacked something of the selling punch.

That trim of yours sold, didn't it? Send it in, then. If it wins our June prize, you get $1.50 *for the photograph and* $5 *prize. If it loses, but is so good we want to use it in Men's Wear Review, you'll get* $1.50 *to cover cost of the photograph.*

Let us have your trim early in the month.

Another Prize Winning Window

MAY PRIZE GOES TO ROSSLAND, B.C., MAN

Edwin Ochmig Prepares Clothing Trim with Remarkable Background— He Tells How.

SPEAKING *of his trim, Mr. Oehmig says: "Am sorry to say that photo submitted of clothing window does not do same justice, as only about one-fourth of the window has been taken.*

"The pillars used in the background were made out of ordinary boards such as you are liable to find about any store. These were covered with a mixture of Alabastine and coarse sawdust. The Alabastine and the sawdust, by the way, need to be thoroughly mixed before applying. Have same quite thick.

"A small shovel or piece of wood will do to scoop up the mixture, which, when placed on the article to be ornamented, should be spread in stucco fashion over the plain surface, a brush being used for this purpose. This treatment gives an exceedingly rich effect.

"In this trim the background was tinted a light shade of salmon pink, the darker parts noted being of a deeper shade. The flowers used were made by the decorator, colors yellow and white, with a generous supply of ferns.

"Needless to say, windows such as these always produce results. Time and time again we have people come in and say, 'Your place is so attractive that one can't help wanting to come in.' This, combined with intelligent handling of customers, spells Success in capital letters. Am sorry to state that some firms believe that a window decorator is a luxury, but if they would only wake up to the fact that the firm with the attractive windows is putting it all over them, so to speak, they would go and do likewise and profit thereby."

BOYS' DEPARTMENT

SELLING THE BOY'S MOTHER

An Interview With a Leading Retailer of Boys' Clothing, Explaining How He Developed This Department—Accurate Knowledge of the Goods and the Boys' Needs is Required.

THE successful selling of a line of boys' clothing demands a greater degree of specialized knowledge than is the case with men's lines; not only because of the greater variety of goods offered, but because it is women, who chiefly do the buying for boys, and women are notoriously hard shoppers. They combine their material feminine instinct for a bargain with a greater knowledge of cloth and design than the average man possesses. On the other hand, once they find what they seek, they are very easy to sell.

One merchant says:—"We tried at first to handle the boys' lines by letting all the clerks sell them, but eventually discovered that too often a sale was lost because of the clerk's ignorance of the goods. These losses of sales finally resulted in a decision to put one man in full charge of the line and to have him thoroughly study it even though at first it was not large enough to demand his full attention.

The idea was for him to attend to the stock and ordering, devoting what time he could to other departments in the store, but always to be free to jump back into the boys' department and wait on a customer even if he had to turn his other work over to another man.

How the Department Grew

"The idea developed with the department—or the department developed with the idea. You see two men are engaged all the time on boys' clothing now.

"The more this first man studied his line," continued the merchant, "the more he became convinced that it was primarily a woman's line. He had to convince me next, but when he did I allowed him to give the idea full scope in our small advertising space. I realize now that it was that which made the department.

Other things helped, of course. The war, for instance, withdraws many men from the clothing market that manufacturers were forced to devote themselves more thoroughly to boys' lines with the result that a great deal of national advertising has been done, and considerable improvements effected in the manufacture of the boys' clothing."

This particular clerk says of his experience in serving women: "I find that a woman has more pronounced ideas as to styles, colors, etc., than a man has, and is more easily impressed by the evidence of knowledge on the part of a clerk than a man would be. They like definite opinions, clearly stated. That, of course, requires definite knowledge on the part of the clerk, for trying to sell a line one does not know is a barren task, when it is being sold to those who do know a good deal about it.

"Chiefly, I think it is necessary to study the requirements of boys of different years. A year which makes such a difference in a boys' growth, may entirely change his wants. This knowledge of the wants of every age is almost second nature to a mother. And it is such knowledge which is a necessity to the man clerk.

Study Catalogues For Ideas

"The best aid I have discovered in this respect is a study of manufacturers' catalogues and department store ads. They are both so complete and so replete with ideas that they offer a liberal education. They are leaders in the fashions, and form a style book for the ordinary retailer. Also one must study one's clientele. In this store we serve a high-class trade for which all flashy effects are taboo. Plain linens, galateas, navy blues, tweeds and cheviots form our stock in trade. On the other hand a working class trade incline more to gaudy colors and bizarre styles.

Keeps Birthday Book

"I have found a healthy interest in the children very conducive to the mothers' trade. They appreciate strangers' interest in their children as much as they apperciate their husband's interest in themselves. I keep what I call a birthday book and in it enter up the name and birthday of every boy customer. Before the birthday rolls round I mail a suggestion to the mother outlining a particular suit suited to that particular boy's age. They usually come down to see it anyhow, and that means a sale very frequently.

"This way of interesting the mothers was the direct cause of creating a heavy sale in boys' coats for girls. A woman came down one day in answer to my letter and although she did not buy anything for the boy her eye was caught by the sight of one of the raglan overcoats. She priced it and jokingly inquired how it would look on a girl. I didn't take her seriously, but the next day she brought her sixteen year old girl down, tried the coat on and bought it. And the week following she bought another for her younger daughter. The idea caught on at school and we sold twenty boys' coats to girls last fall as a result.

Continued on page 48

BOYS' CLOTHING OFFERS THAT ADDITIONAL PROFIT

"Ed." Mack Adds This Department—Speaks of Fine Canadian Styles in Boys' Lines, and Plans Re-arrangement of Store to Suit This Department—Has Also Had Good Success With Another New Department—Hats.

THE war is teaching everyone a number of lessons. Even from our enemies it is possible to learn, and certainly the Germans are continually bringing out a valuable point by their substituting for what they cannot get something they have at hand, or can make up.

This is a course of action which has been very necessary in the men's wear trade, since war put this upon a new basis. It is little use to state that business has been harmed. As is learned, upon talking over the subject with many merchants, it is not so much harmed as it is disarranged. Some of the old sources of profit have been interferred with materially, but at the same time there have arisen new sources, or old sources have become still more profitable.

"ED" MACK

Unquestionably the men's clothing department has been put upon a somewhat new basis by reason of the war. Many who were buying from the men's wear dealers are now being supplied by the Government, and while there is a chance to get back a good part of the business thus lost, from the men who stay behind, and who, fortunately, are earning more than ever before; yet it is wise to seize upon any new lines which will ensure the continuance of profits, and this is just the step which Ed. Mack, the well-known clothing man of Yonge St., Toronto, has taken.

A Success From the First

Mr. Mack has added boys' clothing to his lines within the last three weeks. From the very first the step proved a wise one. In discussing the addition of boys' clothing with Men's Wear Review, Mr. Mack had this to say:—

"We have naturally been figuring out how we could add to our business, and knowing that conditions, as they exist to-day, are making the women exceedingly big buyers, we determined to establish a good boys' clothing department. If the women have the money they will spend it on their children, and there is no reason to doubt at all that they have the money. Our start has, of course, been comparatively quiet. We announced in the papers that we were going into this line, and two days after—our first Saturday, we sold eight boys' suits."

At the present time Mr. Mack has the boys' clothing at the front of the store—on the left-hand as you enter. He uses for the display of this two fine show cases which have revolving hangers. All the suits which are stocked can be brought out readily, and the ones which best suit the boy, and the purse of the father and mother, can be secured.

Mothers the Big Buyers

Mr. Mack believes that the mothers are going to be the big buyers of this line. He says the suits he is selling are largely for boys of 8 to 14 years of age, and in almost every case the mother comes with them to make the purchase.

There does not seem, he says, the least feeling on the part of the mothers that a men's wear store is hardly the place for them. Nevertheless, to make the establishment still more attractive to the women, Mr. Mack has some alterations in view. At the present time, there is, at the back of the store, considerable space partitioned off as a work-room. This partition is going to be taken down, and that part of the store devoted exclusively to the boys' wear lines. Some additional fixtures will be brought in, and a sign will be put up announcing that the boys' clothing is all back there. A lady entering the store, therefore, will at once know where she wishes to go, and she will be able to pass quickly to the proper department.

Although Mr. Mack is handling some American lines of boys' clothing, he speaks enthusiastically of the styles now being made in this line by Canadian Manufacturers. And indeed some splendid examples are to be found in his store. For the most part, a comparatively expensive suit is sold, but Mr. Mack has suits ranging in price from $7 to $15. The Norfolk is, of course, the line which is being most shown, and which seems most in demand by the boys and their mothers. As Mr. Mack says, it seems particularly suitable for boys, many of whom do not want a vest.

Cloth Poorer, Styles Better

Speaking of prices, Mr. Mack expressed the opinion that the old days were better than these as far as boys' clothing is concerned. The suits that used to sell at $5 or $7, had remarkable stuff in them, were indeed better value than suits now bringing almost twice that amount. The style and finish of the suits now being offered, however, is considerably superior to anything which was formerly shown.

Since the war started, or rather since it became evident that it was to be a long struggle, another line has been added in this store—hats. Space was available at the right hand, and in that space a fine display case was installed. This line also proved a success from the commencement. Such is Mr. Mack's testimony.

Almost every man who buys a suit can, he says, be interested in these hats. Perhaps some such dialogue as this takes place:—

"Would you like a hat to match that suit"?

"Oh, you do not carry hats do you"? says the customer.

"Yes," is the reply, "and we would like to show you some." And the clerk will pull up the front of the hat display case, and bring out a style which he thinks would suit the man.

Many Hat Sales Result

There are, of course, many instances where the customer does not immediately buy the hat. In a surprisingly large number of cases, however, he does agree that it would be a good thing to get a hat suitable to his new clothes.

This method of selling, by the way, will tend to do a good deal towards actually increasing the number of hats being sold. It will create new business, more perhaps than

Windows of "Ed" Mack's Store. Boys' clothing now finds its place in these windows in addition to men's suits and overcoats, and the hats and caps.

just getting for this store a good part of the business which has been available.

At the present time there is a tendency for men to get hats and wear them straight along until they become shabby. With ties, collars, shirts, suits, a change for the sake of variety is desirable, but with hats this feeling of the need of a change has not yet been developed to any great extent.

By this means, however, of selling a hat to match the new suit purchased, men will steadily be led to see that it is a good plan to have a hat for each suit, and a real increase in the demand will thus be created.

How Window is Trimmed

Herewith is shown the store front of Mr. Mack's. The trim was not made recently, as will be evident, but it serves to show the splendid opportunities which this firm has for window trimming. This is being used to splendid advantage to feature the new lines of boys' clothing. The suits are shown near the front of the window, and running back into the vestibule, until one is shown right at the door. The natural result is that a person being attracted, moves from one suit to the other, examining what is shown, and finds himself or herself right at the door, almost without knowing it. To enter the door thereafter is a natural thing.

This is one of Mr. Mack's little schemes to bring people into the store. It will be noticed that the placing of the hats near the door is a little scheme to **hold** people in the store when they are once there, until they have bought all that they need which can there be secured.

To make the customer's egress still slower, Mr. Mack is now planning to increase the attractiveness of his hat display. As has been said, one splendid case is situated on the right hand of the door, as one enters. There is some room, however, at the left-hand side, and there Mr. Mack plans to place a new display fixture. The man who has secured his suit, therefore, will not be able to escape seeing hats when he goes towards the door, no matter which way he looks; and it will be a very easy thing for a clerk to decide whether this man can be interested in the hat line or not.

AND MAN AND COAT ARE STILL QUITE YOUNG

THE only regret Jasper Curlett, of Boswell, Pa., suffered eight years ago when about to be married was that he had to purchase a frock coat, with trousers to match, because Curlett is known as a frugal man, and an ordinary $10 business suit has served him for many years.

But, later developments have indicated that the frock suit was one of the longest ranged investments he ever made, and he hopes to get further value from it.

When his wife died, two years after their marriage, he was able to wear that frock suit at her funeral. Then when he married a second time the frock suit was marched merrily up to the altar for further service. Only a year elapsed when the valiant suit was dusted from the moth balls and marched to that wife's grave.

Curlett was thinking of selling the suit when, about three years ago, he reconsidered and decided to get further value from it by marrying a third time, and at that wedding the old suit looked just as good as new, but smelled like a camphor factory. Then he laid it away again, and, sure enough, his third wife died three months ago and he had another chance to wear the frock suit.

So Curlett, despite the statements of his friends that he is too economical, directs attention to the fact that already he has enjoyed three weddings and three funerals in that frock suit and he is still a comparatively young man with a promising future before him and the suit.

A pleasant event took place at Crawford & Walsh's store, Kingston, yesterday, when Miss Martha Wattam was made the recipient of a traveling bag, the gift of her co-employees and employers. Miss Wattam is leaving shortly for her home at Haileybury, where she has accepted a position.

Percy Brown, of Henry Marks & Co.'s Peel St. store, Montreal, has been appointed manager of the St. James St. store of that firm.

NECKWEAR

A RETAILER SPEAKS ON TIE PRICES

Doesn't Like the 65c Price but Says 75c Can be Secured for Best Ranges of $4.50 Neckwear —Ideas on the New Styles and a Word on Mufflers.

A LETTER, very well worth quoting, has just come to the editor, from A. J. McLean, manager of the Furnishing Department of R. H. & J. Dowler, St. Thomas:

"I notice," says Mr. McLean, "that much is being said about advancing the price of neckwear to the consumer, and that the lines bought at $4.50 sell at 55c to 65c. Permit me to offer a few suggestions along this line, which might be helpful to the retail trade.

"I consider 55c and 65c bad prices for neckwear. My first suggestion would be to buy all your neckwear in bulk." This will enable a saving of 10c on every dozen. All manufacturers allow this reduction if the merchant accepts the ties unboxed. Then I would buy some good tie racks to stand on the showcases. These sell a great many more ties than the boxes do. Ties will not sell when in boxes on your shelves.

"A second suggestion is to buy your neckwear in ranges right through. A great many buyers select a couple of colors out of every range. I consider this is bad buying, as it leaves so many odd lines around.

"Then have the ranges you buy confined to you for your town. You can pick out the best ranges that cost you $4.40 bulk, and sell them very easily at 75c each, which price I think is very much better than 55c and 65c. Men will either pay 50c or 75c. The 55c or 65c prices won't appeal to them.

"These two suggestions are only offered as a help," adds Mr. McLean. "My experience has been that men will pay 75c very readily for ties. Only last Christmas we took 65 dozen ties at $4.40 bulk, and sold them for 75c. They were the very first of our lines to go."

There is a lot to think about in what Mr. McLean says. He is, of course, speaking entirely from the retailer's standpoint, and Men's Wear Review was not at all certain as to the reception some of his suggestions would receive from the manufacturers. It is always worth finding the attitude of the manufacturers to such questions, and enquiries to this end have been made.

The result shows that Mr. McLean's suggestions are generally regarded by the makers of ties as being in the interest of all. There are two or three points of course, which should be borne in mind. For instance, they say it is not fair to ask any manufacturer to confine a certain range to one merchant of a town, if that merchant only buys perhaps a dozen or a dozen and a half ties of the line. The fairness of this is self-evident. If, however, the merchant orders a number of ties of the range that he finds best, the manufacturer may be entirley willing to give him the exclusive right. There are so many patterns, they claim, that it is impossible to give this exclusive right without working harm to anyone.

Mr. McLean's letter raises also the whole question of price, and brings to mind the fact that the scarcity of silk is still very great. The situation is indeed more acute than ever.

One manufacturer brings out this point by citing a case where he re-orders some silk from a certain silk house. The quotations received showed that this had gone up exactly 16c per yard since a former quotation was given four months earlier. That meant in this case an advance of practically 30%.

Artificial silks for knitted ties are exceedingly scarce. The demand has grown, due likely to the scarcity of woollens and cottons.

Spruce Hard to Get

But as well as the increased demand there is a decreased supply of material required for the production of the artificial silk. Spruce, from which artificial silks are largely made, are hard to secure from Norway—due to transportation difficulties. Then the spruce, once in England, labor difficulties stand in the way of its manufacture, and later upset its delivery as artificial silk to the manufacturers of knitted ties and sweaters.

The great trouble experienced in getting spruce from Norway brings to mind the talk which took place some years ago as to the advisability of establishing in Canada artificial silk factories. It was then pointed out that the raw material—the spruce,—was at hand in splendid quantities, and it was urged that factories for turning this spruce into the raw silk could be operated here successfully, although, of course, the chemicals necessary for reducing the wood to the liquid form which would enable its being squeezed into fibre, would have to be brought in from outside.

Nothing was done towards constructing this artificial silk factory at the time, and so, though there is a huge demand for this artificial silk at the present time, the Canadian spruce is not being utilized for this purpose at all.

In spite of the general scarcity of artificial silk, however, Canadian manufacturers are in a rather fortunate position, for the British manufacturers of raw silk have taken an exceedingly patriotic stand, announcing that they will make deliveries of raw silk to the colonial manufacturers in preference to the manufacturers of foreign countries.

So, when a local agent for some silk house receives

WINTER MUFFLERS AND SUMMER TIES

On the left an exceedingly Summery tie, made of Palm Beach foulard with cashmere border. The color design is in black and red. Shown by A. T. Reid & Co.

Next is one of the fringe edged mufflers expected to be in great demand this Fall. This is a Niagara Neckwear Co. model.

In the centre is shown a sample by the Wm. Milne Co., which may be called two mufflers in one—one side black, the other of a color combination which would not take a back seat to Joseph's famous coat.

The next muffler is an A. T. Reid reefer, hand made. This is of foulard, printed from blocks 100 years old or more. The old-fashioned design is set off by a multi-colored fringe of hand-tied silk.

On the right a Summer tie of the Niagara Neckwear—doesn't seem that the ample tie is off the market, does it?

word that his principal can supply say 50,000 pounds of raw silk, he at once writes the Canadian manufacturers whom he knows are customers of his firm, alloting to each a certain number of pounds. It will be noticed there is no question of soliciting orders. It is merely a question of making allotment of the silk which is available. No manufacturer would think of turning down one of these allotments, his only trouble is that they are so small, for they are quite below what is needed to relieve the situation.

Some Possible Advances

Pure silks are, of course, exceedingly scarce. It seems now that the $8 knitted tie may go off the market entirely after the new year, and that the $12 knitted line may be put at an advanced price, probably $13.50. However, that advance is far from certain. The situation may change to a considerable extent before the year closes.

What is reported by a number of manufacturers regarding the tie market at the present time, is an increase in the demand for better-priced ranges—the high-priced ties. The tie which retails at $1 is said to have increased materially in demand. On the other hand there has been a falling off in the call for lines which usually wholesale at $12 and retail at $1.50. But in spite of this it is reported that a number of expensive ties, ties which must sell at $2.50 to $3 are going to be put on the market for the coming Christmas trade.

Printed satins are very strong in the 50c line ties. Novelty checks, large floral patterns with sombre stripes and rainbow effects, are much in evidence. The tissue work tie has taken on very well with buyers. These are very similar to the embroidery tie, and are in solid patterns relieved by an embroidery effect that is woven in the goods. Club and Roman stripes continue to be in favor. The tubular silk reefers promise to be a very big thing in the trade, especially in black and white. Temporarily, at least, these have largely displaced Bandanas.

Will the Big Bow Sell?

The big bow tie of unusual breadth is being extensively shown in this country, following an immense run in the States. But buying has not been heavy here. It always takes longer to introduce such a line in Canada than in the States and the demand may come. Undoubtedly though it is a fact that a large number of the class who would ordinarily be attracted by these ties are now in khaki and are not buying. The men who are left have perhaps a more conservative taste. Perhaps the demand will grow, but it seems that it will be a comparatively small part of the tie business for the coming Summer season.

It is a little early to estimate what will be the big thing in mufflers the coming Fall and Winter, but it does seem that these are to be made with fringed ends. These were shown in New York late last Winter, and immediately made a hit there. The full expectation is that they will be the big thing during the coming season, and the Canadian manufacturer is now making up exceedingly attractive lines for the Canadian trade. These will market at from $9 to $24 per dozen, or some such figure.

Some smart color combinations are coming out, indeed one manufacturer has samples ready to go to the trade. One attractive range has a black front and a black and white back. This really means that a man has a muffler with a pattern for ordinary wear and a black muffler for evening wear. Two mufflers in one.

SUITS & OVERCOATS

PINCH-BACK COAT GROWS IN FAVOR

But the Good Conservative Styles Will Undoubtedly Be in Greater Demand This Year

THE feature of men's clothing is perhaps the leap into popularity of the pinch back coat.

This is hardly a new model. It was shown by several firms last year, the designers of these concerns feeling confident that it would fill a demand for a reasonably close fitting coat, and yet for something like the Norfolk effect. Last year the line did not catch on with the trade, but now orders are flooding upon manufacturers. It seems dealers are already experiencing a good demand from their customers, and that this summer and fall pinch-back coats are going to be extremely popular.

An illustration of this model is here shown, but only the back view is given. The front view is much like that of a two-button suit. It is made with a narrow lapel without any soft roll, and in addition to the belt and pleats at the back, giving somewhat the effect of the Norfolk, the coat is made with patch pockets, and in skeleton style.

It does seem like a remarkably good Summer and Fall coat, being suitable both for vacation and sport wear, and for business during the hot months.

Not Likely to Be Big

A somewhat extreme style is being shown in the States, and is talked of by designers for Canadian trade, but has not as yet been commonly adopted. This is the new side body sack. From the side, as the name implies, this has something the cut of the morning coat, while from the front the effect is that of the regulation sack, only the slope of the body is more evident.

The military tunics now being shown in Canada are, of course, cut on these lines, and there are manufacturers who hold that this will create a demand for this side body sack. Others differ, and seem sceptical about this demand becoming in any way large.

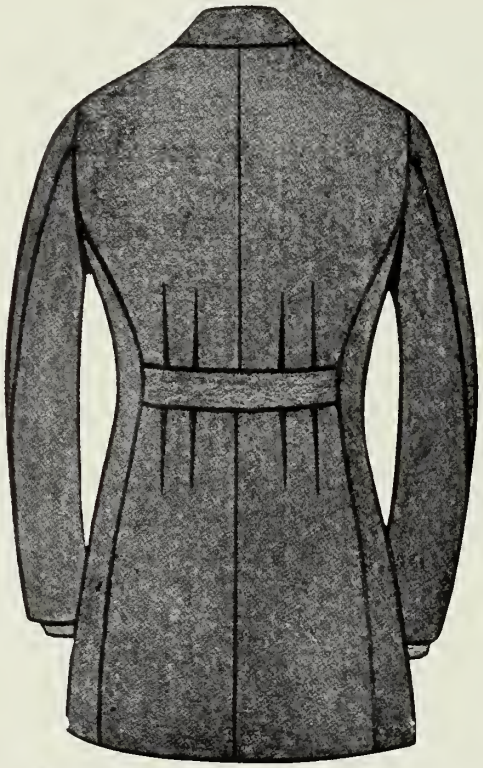
Still the manufacturers are facing an unusual demand from the retailer, and unusual difficulties in getting goods. Contracts with the manufacturers of cloth are practically worthless. Only approximate prices are quoted in these, at best, and no one can tell when deliveries will come. But many of the big firms now have their buyers over in England. They are looking after this end as never before and more cloth is coming through as a result.

Abnormal Demand.

The demand from the merchants is unquestionably abnormal. There are a number of ways in which this can be accounted for. In the first place stocks were exceedingly low before this year, since dealers had been buying from hand to mouth. There is a certain desire, therefore, to get in more complete stocks, which naturally means heavier orders.

Those merchants who are very well off, and who can buy largely of an important line such as clothing, without weakening their general buying power, do seem well advised to lay in stock. It appears quite certain that prices will go higher before they go lower.

Conditions are being upset, however, by some merchants —and there are many of them—who are ordering three times their normal requirements, and this in a year when their requirements for certain lines will be less, rather than



The pinch back model which seems sure to be a big Summer seller.

greater, than in an ordinary season. They are buying, it seems, not for stock, but with the idea that manufacturers will cut down what is to be sent, and that by ordering more than they want they will get what they want. If the manufacturers did not cut down these orders some retailers would find themselves in a nasty position.

The men's furnishing section of Fleetwood, Wilson & Co.'s new store, Ottawa, is under the direction of Wm. O'Brien.

INTERESTING ORIGINS OF TRADE MARKS

Continued from page 24

"Monarch-Knit" of this well-known line, the manufacturers have this to say:

"While we started in a very humble way, and knit goods was a new thing to Canadian manufacturers, our ambition was to make our line a leader in this class. We do not think that a more suitable name could have been chosen. We had to face very heavy German competition, and you are well acquainted with the knit goods condition to-day, and the position that "MONARCH-KNIT" holds. This is one feature in regard to our Brand name, any one who remembers the Brand "Monarch-Knit" can readily associate it with our firm name.

* * *

The first Mennen trade-mark was a baby, says the Gerhard Mennen Chemical Co., and the first crowd of imitators who entered this field, put various baby pictures on their packages, which caused considerable confusion.

The second trade-mark to be adopted by Mr. Mennen, the founder of this business, was a portrait of a very popular and beautiful actress, and this was in turn imitated by pictures of other actresses, so that confusions again resulted.

The question of imitation of trade-marks presented such a difficult problem, and the information relative to trade-marks was at that time so limited, that Mr. Mennen was compelled, in spite of his own personal preference, to place upon his package a mark which could not possibly be imitated, and for that reason used his own portrait. The limitations of our production in the can making process resulted in justifying to a considerable extent the remark recently made in the popular play—"It Pays to Advertise," to the effect that the Mennen can had on it the picture of the homeliest man in America.

In recent years we have had this portrait altered to the form of a poster rather than a portrait, making it more of a symbol than before which we feel improves it.

We still retain the so-called "Mennen Kid" which was finally adopted some eight years ago, and which is so distinctive that it has practically become standardized, especially in view of the more recent legal developments, which have enabled us to protect these trade-marks adequately.

* * *

J. & J. Cash trade-mark of THREE SPIRES is representative of the city of Coventry, where the English plant is located, which is noted for its three Church steeples. Tennyson in his famous poem "Godiva," writes, "I stood upon the bridge and watched the three tall spires, but lo! the ancient legend thus." The trade-mark has been the property of J. & J. Cash, Ltd., for over 50 years.

* * *

Mercury Mills Limited, founded their "Mercury" trade-mark from Roman mythology.

Mercury, (Mercurius) was the God of Merchandise and Merchants, later identified with the Greek "Hermes." In the native Italian States no trade existed until the influence of the Greek Colonies on the Coast introduced the Greek customs and terminology. Mercury became the God of buying and selling in general.

"We were influenced in adopting the trade-mark, as represented above on our letterhead, and the trade name "Mercury," and having it registered, as it seemed to us a name very easily impressed upon the mind of the public, and furthermore, the name and the trade-mark are entirely different from those used by any other knit goods concerns in the world, and it was our chief desire to adopt a trade-mark that would lend distinction and individuality to our advertising, and suggest quality. We wished our trade-mark to be in keeping with the high quality of goods which we have aimed to manufacture.

* * *

The Wolthausen Hat Corporation Limited, says:

When we went to the retail trade, the matter of a name for our hats was discussed pro and con for a long time, but we finally came to the conclusion that in view of the fact that the name Wolthausen had been connected with hats for from twenty to twenty-five years in the United States and for five or six years in Canada, that no better name could be found for the hats than this.

* * *

William Scully's trade-mark of a helmeted soldier of the Roman Legions and the crossed swords of present day pattern underneath.

Of this Mr. Scully says: I selected this design as typifying all that was to be desired in strength, principle and honesty of purpose and materials in manufacturing.

* * *

The word "Zimmerknit" was adopted because it combined the word Zimmerman and Knitting Company in a readable and easily pronounced and remembered way or manner. It was copyrighted in 1907 and has been backed with a superior line of summer underwear which the Zimmerman Mfg. Co. are taking great pains to protect and make known as the quality line.

* * *

The trade-mark "President" applied to suspenders is owned by the Dominion Suspender Company, Limited, and is considered one of the most valuable trade names in the business. It is registered both in Canada and the United States, and was first taken out by a Mr. H. G. Macwilliam and sold to The Niagara Falls Company, many years ago. Mr. Macwilliam also sold out to the President Suspender Company in the United States. He has received on royalties from these two manufacturers over $750,000. This particular suspender under this particular name "President" has become so popular that it is a very valuable asset. Several hundred thousand dollars have been expended in making it popular by advertising it.

"Our next best trade-mark," says Mr. Wm. L. Doran of the Dominion Suspender Company and Niagara Neckwear Company, "is the 'Paris' Garter, which trade-mark we work in conjunction with a firm in the United States, who manufactures this garter there. Our advertising in both countries helps one another. This is also a very valuable trade-mark, quite equal to the President.

"It might be interesting to your readers to know that we put more value on trade-mark names than we do on patents. Any manufacturer who will produce a good line of goods, and coin or make a good trade-mark, advertising it well, can make same very successful. One of our greatest difficulties has been in our thirty-two years of doing business unscrupulous manufacturers imitating our marks, or getting as near them as possible. It is a dishonorable thing, when they can just as well create a trade-mark of their own."

* * *

Of its trade-mark the Harry A. Wolfe Co. says: "The wolf at the top of the trade-mark represents the name of the President of the Company. Its firm appearance is indic-

ative of the character of challenging competition, carried on by this firm. The M.I.C. are initials of the popular slogan made in Canada, and the words "None better" are in themselves explanatory.

* * *

THE KING HAT.—Trade mark adopted by The Makers, Lyons, London, years ago. Intended to imply a hat fit for a king or any other self respecting man.

* * *

BORSALINO.—A family name used to desinate the hat made by this Italian family since 1857. A family name, many think—and this Italian firm among the number—is the very best trade mark; the idea of this being that a man or family want their name connected only with what is good, the names Trade Mark, therefore, becomes an especial guarantee of quality and excellence.

* * *

Of their trade-mark the John Forsyth Company, Limited, say:

As to our trade-mark: you will see that it embodies the heart and substance of our business and policy. It indicates our personality back of our merchandise, which we describe in this trade-mark as being reliable and honest merchandise. This you can discern from the wording, "The Guaranteed Forsyth Shirt."

We guarantee everything that goes out of our place, and our name stands back of this guarantee. The origin of the Delpark trade-mark is from the name of the President of this Corporation, Mr. Bedell Parker, taking the last syllable of the surname and the first syllable of the Christian name.

* * *

Caron Bros., manufacturers of jewelry, Montreal, have two reasons for their well-known trade-mark of a capital C surrounding the numeral 3. The C. of course is for Caron, and the 3 for the three lines of jewelry handled, enameled souvenir, gold rings and gold filled jewelry—also for the three brothers R. E., A. L., and J. A., who are sole proprietors.

* * *

The letters B. V. D. originally stood as the initials of the firm of Bradley, Voorhees & Day, who for years used these letters as a trade-mark on goods made for them by Erlanger Brothers.

Erlanger Brothers secured this trade-mark by purchase and had it registered; The B. V. D. Company purchased it from Erlanger Brothers and they also had it registered.

* * *

The Cluett Peabody Company have several well-known marks.

CLUPECO is about twelve years old and was designed to designate the scientific accurate shrinking system used before cutting the goods to make the collars. This trade-mark is used for white shirts, as well as handkerchiefs. ARROW is a mark applied to collars and shirts only. It is twenty-five years or thirty years old on collars, and about seven or eight years old on shirts. The CLUETT is used on shirts only. CLUPECO, of course, is the abbreviation of Cluett, Peabody & Company.

* * *

Tooke Bros., Limited, have good reason for the well-known trade-mark "Tooke," written in script.

This is Mr. Tooke's own signature. He established this when he established his business some forty-five years ago, and this familiar name, written this way, is known from the Atlantic to the Pacific in connection with shirts and collars.

The J. B. Goodhue Co., Limited, have an interesting comment to make upon their line:

Our Trade-Mark of Star Brand has been in use for about twenty-five years, originating first in connection with the old Jondro and Goodhue, Rock Island Boots, which at that time had considerable reputation for excellence. On the discontinuance of the boot business, the trade-mark was still continued in the manufacture of Overalls and Shirts and which are now sold from Coast to Coast.

Trade-marking merchandise in our opinion is very similar to naming a horse, as it is essential that some distinction be made from other similar lines on the market. It would indeed be difficult to place an estimate on the value of our Star Brand trade-mark to us, in that where it is recognized, it acts as a silent advertiser, not only to the merchants handling them, but to the consumer.

* * *

THE CHOICE OF "CIRCLE BAR" as a brand for the knitting company recently established at Kincardine, Ont., by Mr. Wm. Mitchell, has roused much curiosity among the trade. The firm's explanation is as follows: Our trade mark, "Circle-Bar" is a matter of evolution of ideas built up as follows:—The "Circle" is got from the Circular Knitting machine. The "Bar" was suggested from another machine we use in connection with the manufacture of hosiery. And the "Foot and Ankle" are the parts of the body on which the hose are worn. We spent considerable time figuring this trade-mark out, and registered same at Ottawa.

* * *

THE ALPHONSE RACINE "Shepherdess" brand represents a dainty shepherdess, in half hose with crook in hand on a pastoral background of lake and sheep and Scottish scenery, and back of that, black and white checks, the whole suggestive of the connection of the company's hosiery product with the primal source of supply—the sheep.

"Shepherdess"

This trade-mark is registered but its distinctiveness is such that no competitor has ever sought to imitate it. The owners state that the origin of this trade-mark grew out of their desire to standardize their product and establish a guarantee that would protect the buyer from the time the order was taken until the last pair of hose was taken out of the box for sale.

The same idea is followed out in the use of the Bo-Peep brand for the children's botany cashmere as the management professes a strong belief in the use of illustrations for this purpose, believing as they do that the customer's sense of sight is the one most easily reached, and that the eye rather than the ear is usually the farthest advanced in a perception of values. Attractive window and newspaper illustrations are being provided.

* * *

THE DOMINION TEXTILE Company's brand of "Magog" grew out of the location of the company's print works in the town of that name, while the more well-known circular trade-mark that bears the company's name simply represents the logical and practical method of giving to its goods a certain definite and fixed individuality that is associated with the name of the company. Both trade-marks originated with the formation of the company and are used in all advertising and on all products

other than those that are sold under distributors' brands. This company has had no troubles to meet as a result of similar brands being offered by rival organizations.

* * *

Says the Van Zandt Jacobs & Co., Troy:

In selecting our trade-mark we discovered that an experiment had been made by scientists to find what particular design would catch the eye most quickly. The plan arranged was to have a number of designs printed on papers distributed to thirty men, each man standing in the dark before a desk to which was attached an electric light. The light was suddenly turned on and off, and a list made as of the designs seen by these thirty men. The Triangle was the design caught first by the largest number of the men. The second largest was the Diamond, which, of course is two Triangles together.

For that reason we have thought that the Triangle was a design quickly seen and easily remembered.

To make our trade-mark uniform, we use the Triangle and Circle on each side with the word "Triangle" and name "Van Zandt, Jacobs & Co."

* * *

THE CHIPMAN-HOLTON CO. give a very interesting account of the origin of 80-80-80 and other trade-marks:

"If we are putting a new style of goods on the market which we consider is of particular merit, we ask for suggestions for a name for this particular style, from the different people connected with our business, and from the names which are submitted, we select the one which we think is the most appropriate, taking into consideration the style of garment and the class of people who are to be the wearers.

"There is, however, a matter in connection with the way we came to adopt our 80-80-80 trade-mark which might be of interest. When the stocking that is our present 80-80-80 Brand was originally put on the market back in 1902, when we commenced business in this country, this was not branded, the mill number of this style being 380 in the same way as every style we make whether sold under a trade name or otherwise; to simplify matters in coming through our different departments, each is designated by a number. After this stocking had been marked for two or three years in this way and had commenced to become a very popular number with the trade, we decided to adopt a trade name and to brand this number so that while this was a low priced line, buyers could be assured of obtaining a standard article of uniform quality at all times. Also we found that other manufacturers in view of the popularity of this line were putting on the market similar lines under the number "380" which in some instanecs were not as well knit and finished or possibly not as carefully inspected for imperfections as our own. Also in view of the fact that this number 380 had become fairly well known to the trade and was associated in their minds with a popular priced stocking such as our 380 we disliked very much to do away with the number 380 in connection with this line. We therefore conceived the idea of making up a design of the three figures "80" and the words Three Eighties Brand, which we had registered and with which we have branded this style of hosiery since.

"While we have not done much by way of advertising this particular line to the consumer, we have, as you are aware, very thoroughly impressed this name on the minds of the retail trade throughout the country, until to-day we very much doubt if there is a retail merchant from coast to coast who is not familiar with the Three Eighties trademark, and in fact as we state in our advertisements this stocking has quite the largest sale of any one style of hose in the Dominion.

"As regards our having to contend with infringements of names, we are pleased to state we have had up to the present very little to contend with in this way. There are, of course, similar lines of goods which have been put on the market here from time to time with designs, brands or trade names somewhat similar to those which we have instituted. As an instance of this,—since we adopted the names of Little Darling and Little Daisy for our two infants' rib lines of cashmere hose, there have been a great many similar lines named with other names but prefaced with "Little." This, of course, does not constitute any infringement on our trade names.

"Trusting this letter will be of interest and assuring you that we are heartily in sympathy with anything you might publish which will tend to acquaint the retail merchant with the obligation to maintain quality and to turn out a superior article to the best of his ability put on the manufacturer who markets his output under advertised brands or trade names."

SELLING THE BOYS' MOTHER

(Continued from page 40)

Appeal Direct to Boys

"Ranking in importance with the mother is the school as a medium of arousing the youthful interest in our wares. We sometimes send a boy out with hand bills to the schools at recess time, and we get a number of good inquiries as a result. This method of going over the heads of the parents has the advantage of appealing direct to the boy's sense of importance, a sense which is usually even more highly developed in him than in his father.

"The telephone comes in too. When we get a likely line in we call up the mothers of the boys of the right age, who are on our lists; and they invariably appreciate the attention and suggestion so that we are still in line for the next suit in that family even though 'we don't click at the time.'

"In the case of less well-to-do families we endeavor to make a present of the first pair of pants to youngsters. The cost is trifling and by suggesting the gift while the boy is still in skirts we bring him into the market that much earlier, and get ourselves in line for the complete outfit he must soon get. This gift also establishes a connection which is hard to break."

Felt in sand shade, or natural with convertable brim, to be trimmed in black, green or brown band, with bending to match, or with raw or welted edge—One of the Mayhew Hats Ltd. lines.

A SOLDIER SHOWS HOW TO SELL THE SOLDIER

An Authorized Interview With a Former Clerk, Now a Soldier, Who is Acting as a Commission Agent—Bringing the Men of His Regiment to His Former Employer's Store.

"ASIDE from the cap, tunic and trousers, there is no article of apparel that a fellow isn't in the market for, after he enlists, the same as before."

The speaker was Private ———, one time clothing clerk, present soldier commission agent. The news instinct had led me to him as the one man who could throw a ray of light on a much discussed subject.

To return to our bacon, I looked my astonishment. "Fact" he said: "I've proved it. After I enlisted, I sized this bunch up, went back to the boss and made him a straight up-and-down proposition of a five per cent. commission for all business coming through me, whether I make the sale or not; and in my three months in this regiment I've averaged more than my pay in the store was. Don't use my name. It would kill the game, but I'll tell you what I mean.

"I gladly acquiesced and my friend unbosomed himself as follows:

Clothing is Too Rough

"A fellow on enlistment gets dished out with everything he needs from needles and shoestrings to razors and blankets, but its a cinch that a fellow who's been making anywhere from $100 to $200 a month and dressing accordingly is not going to be satisfied with ill-fitting, scratchy Government clothes except in the case of the uniform proper."

Some men need a little urging, some come to it without, but there are practically none who are not still buyers of clothes. I've had my best success in shirts. This is because the Government article is a rough diamond, sometimes poor in material and always lacking in appearance. 'Nuf said. The boys won't look at them except the few men who haven't been accustomed to any better article, or are so saddled with family cares they can't afford to indulge.

Suspenders are less necessary, but often sold. The Government article is a good, sensible, heavy pair, good enough for campaigning in Flanders, but rather galling to wear in the heat of a Canadian Summer. Boots and puttees offer a better prospect than suspenders and are about equal to one another. The issue puttee does well enough, but is open to great improvement. It stretches, wrinkles and gets a bleary look about it. The shoes are practical, but not dressy—regular flat boots.

Privates Ready to Buy

Now a uniform makes a peculiar change in lots of men. Neatness and soldiering are synonymous terms. A sloppy civilian becomes the neat soldier. Consequently many privates will pay a couple of dollars for a pair of real puttees, or seven of them for a smart pair of shoes as easy as falling off a log.

Underwear and socks offer a market on a quality and comfort basis. Always there has been dissatisfaction because of the difficulty of securing one's proper size from a harried quartermaster-sergeant. You know the discomfort of that. Then think of having to wear a two-piece suit when accustomed to a union suit. These misfits and discomforts mean orders for underwear, and the men's wear dealer who goes after the soldier's business gets profit.

Soldiers, both officers and men, go to the other extreme in watches—some mental quirk, I suppose. At any rate, they mostly run to cheap watches, perhaps because of the fact that a man doesn't like to chance an ordinary $30 to $50 watch either on the firing line or in a tent full of strange companions.

It's a funny thing, but I tried selling clothes to the troops before I enlisted, but I couldn't get it—not by man to man canvassing that is. Either I felt self-conscious and conspicuous amongst them in my civilian clothes or else they inwardly decided not to buy from a man who wasn't in khaki. At any rate, they turned me down cold. But now they fall all over me with orders. I take a bunch every night and the only ones I solicit are the new recruits who are dead eager for khaki shirts and fancy fixings at first, when the boots look like boats to them. They all want gloves and good ones, too.

The officers are heavier purchasers and buy whole uniforms, but are not quite so easy to get at as the rank and file. But the outfitting of just one of them is a little plum in itself. Outside of the uniform they don't buy a much better class of article than the privates, but they buy so much more of them. The shirt the private may want one of, the officer must order by the half dozen, and so on through the list. He is expected to look the part. His own men resent any lack of smartness in his appearance as a personal affront.'

Making the Soldiers Feel at Home

'While I am pushing the boss's military lines I have got him to hook up with our recruiting advertising and become a part of it. The recruiting efforts of this regiment are nearly first page news in the newspapers right along, for the authorities are advertising in the papers and having us dig trenches, breast works, etc., daily.'

By associating himself with these widely advertised facts in his own newspaper space and store window, my old employer has received all the benefit of it. The boys naturally flock to the man who names his khaki shirts after our regiment or a boot after our Colonel. He held a ——th day lately, when every man from the ——th regiment who went in the store received a photographic print of the regiment. He has made himself our official regimental haberdasher.

MR. KENDRY ABOVE REPROACH

(The Toronto World)

Peterboro' rejoices over the fact that one of its oldest and most substantial business concerns, The Auburn Woolen Mills Company, has came through with flying colors from the investigations of the Davidson commission. The company has been making cloth for the Government for years and, of course, had plenty of war contracts. A discharged employee furnished some information that caused the investigation. As The Peterboro' Review says:

"The company has gained, rather than suffered, by the inquiry. Mr. James Kendry, the president, has established more firmly than ever the reputation for integrity of himself and associates. Mr. Kendry comes through the ordeal without a scratch. Sir Charles Davidson, at the session held here yesterday, paid him the highest compliment one man can offer another when he remarked, 'Mr. Kendry, your word is sufficient in this court.' "

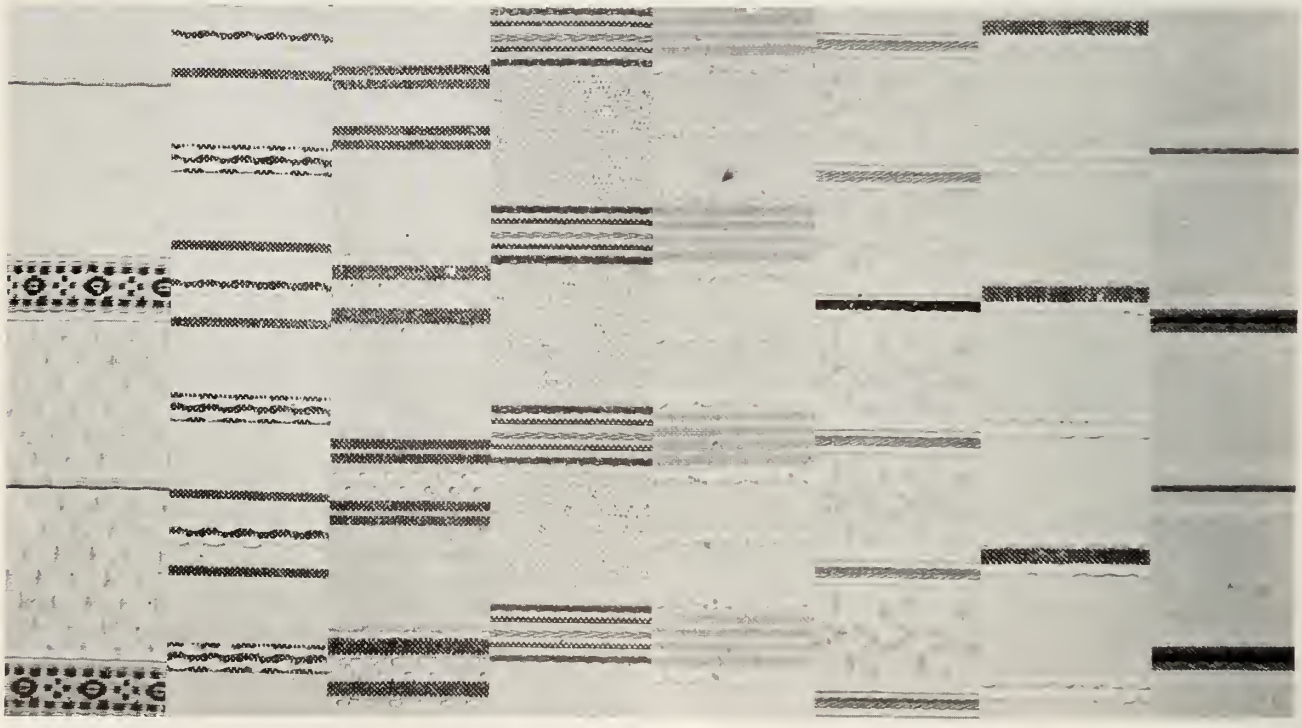
COLLARS & SHIRTS

No relief is coming for the shirt manufacturer, and retailers are still fearing that they are to experience difficulty in getting what is required—yet in spite of the scarcity of material, in spite of the higher cost of labor and the exceeding scarcity of labor, prices of shirts have not advanced to any extent.

Some new shirtings for Spring, shown by John Forsyth Co.

At the present time there is being felt a big demand for military ducked shirts. Here too the question of cloth is a serious one for the duck market is almost bare. This is the result of the high price of cotton generally, and of the unusual demand for this material. There seems no immediate promise of any improvement in the dye situation, and according to several manufacturers it is exceedingly difficult to obtain fast color shirtings at any price. Manufacturers of non-fading fabrics have in some cases been compelled to withdraw guarantees which have stood for many years. While it is still possible to get such fabrics the supplies consist mostly of odd lots which manufacturers had made up before the supply of fast dyes was exhausted. Prices for these materials are of course, exceedingly high, and as far as can be learned there is no prospect of restoration to the old levels until some time after the war concludes.

The number and size of the Spring sorting orders have



Line of shirtings shown by Tooke Bros., Montreal, for use in silk-front bosoms and cuffs.

KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK

The trade-mark that stands between you and the wearer of waterproof collars.

KANT KRACK

Trade-Mark Registered

—guarantee of satisfaction to both—sure profits, sure sales and full dollar for dollar value—a square deal for all.

KANT KRACK TRADE MARK COATED REGISTERED LINEN coated fabric collars are made in all the best selling styles to suit all classes of trade *but,* are made in *"one grade only and that the best"* and sold at one price to all—$2.00 per dozen to the retailer—25c each to the wearer.

Made in Canada. *Sold direct to the trade.*

Remember the 3 KKK in ordering your next waterproof collars.

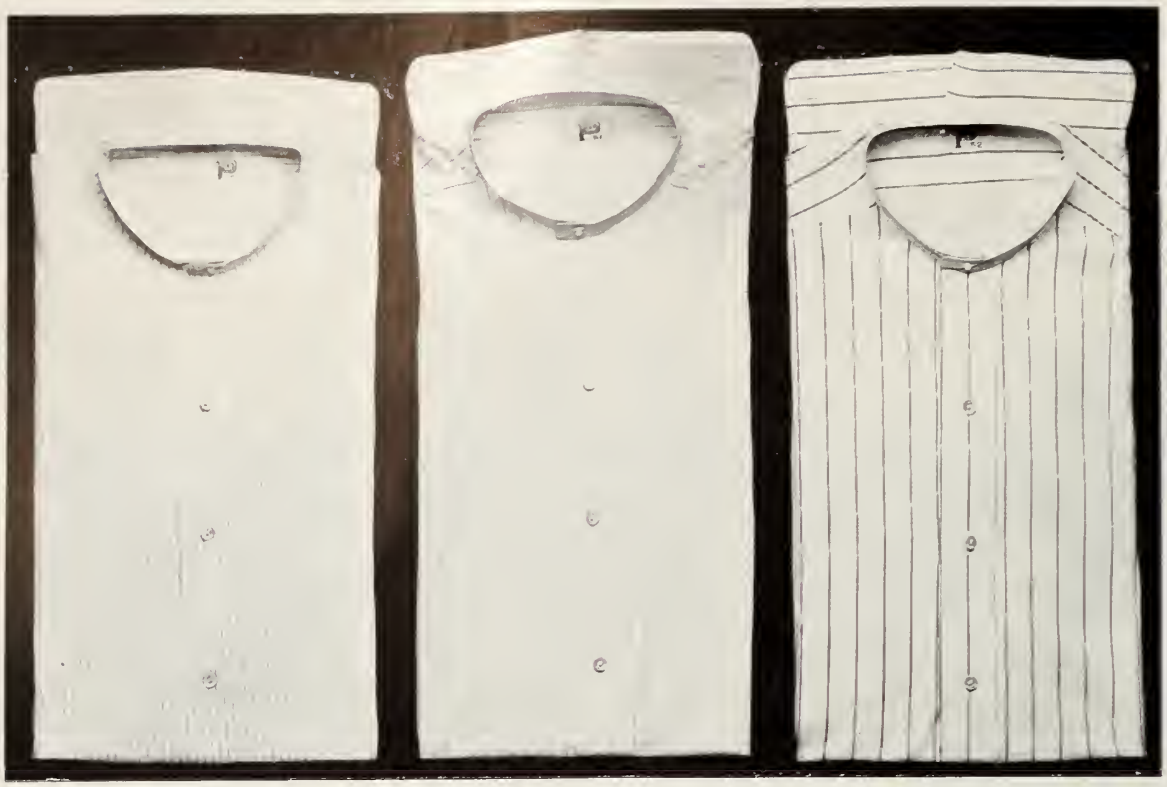
The Parsons *and* Parsons Canadian Co.

Makers of the famous KANT KRACK *waterproof collar*

HAMILTON, CANADA

KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK KANT KRACK TRADE MARK

If any advertisement interests you, tear it out now and place with letters to be answered.



Some new Fall models shown by John W. Peck & Co., Montreal. These are striped prints in fast colors made with stiff cuffs, starched bosoms and faced sleeves. They are made to retail at $1.00.

been increasing during the month of May. In fact there is every indication that many retailers are buying more heavily than necessary for their immediate needs. They are taking this way of securing themselves against advances and of protecting themselves in case of still greater difficulty in obtaining delivery.

There is noted at the present time a much greater readiness to place orders for Fall than has been the case for past years. Merchants are evidently of opinion that they must let the manufacturer know what they will need in order to be sure of having it when they need it. From what Men's Wear Review learns on every hand this is a correct impression. Whether buying more largely than is required is a wise step or not depends to a great extent upon the financial position of the buyer. This point has been raised before by Men's Wear Review, but it is a point of great importance and will bear emphasizing. This is a time of retrenchment, or at least of wise investment. This is a time when Credit is the big thing, as it never was before. Anything which impairs a merchant's credit is a solar plexus blow at himself. If he cannot take his discount manufacturers will not want to sell him. They are disposing of their goods to those who have been customers for years, and to the merchant who they have reason to believe will be their customer for years to come. It is for the retailer to convince the manufacturer, that whatever the orders coming from him may be, whether they be large or small, they are the kind of orders which he, as a manufacturer wants, the kind of orders which are promptly paid for and which keep coming in year after year. Shirt stocks, on the shelves will undoubtedly be valuable, but they are not as valuable as money in the bank, and if both cannot be secured the money should be kept in the bank.

Speaking of style, mention must be made of a military khaki shirt now being put on the market, and which already is proving popular. This is an officer's shirt of mercerized poplin material, which is both strong and handsome. This shirt is supplied with two collars and a tie.

Due to the exceedingly high cost of silks some nice shirts with silk facings on bosom and cuffs are being shown.

Something new in the way of sports shirts is being put on the market now. These models have a wide turn down collar, as in earlier models, but a collar which may be starched in places, and which when starched, will retain its neat appearance and yet give the greatest comfort for the shirt is so fixed that the starch is only applied in parts of the collar which do not come near the neck. The freedom of motion is therefore not interfered with in the least. Awning stripes are being shown extensively in these models, and are evidently very popular with those who like this kind of shirt.

A word on colors likely to be strong for Spring, 1917.

Some Spring models are already being made up and will be shown to the trade.

Green and brown colors are to be shown quite extensively it seems. These will take the place of mauves, which under present conditions are exceedingly difficult to make. Some attractive Spring lines are in small checks, and fancy pongees with herring bone stripe are in evidence in the higher priced shirtings. These are exceedingly handsome and will evidently be strong.

The labor situation is still very difficult. Readers will have noted however, that the committeee in charge of distributing the patriotic fund recently made the announcement that they would not discontinue payment of patriotic allowances for the reason that those receiving it were doing outside work. Rather, they said, they encouraged this outside work. This is a step in the right direction and it may do something to relieve an exceedingly difficult situation.

There seems no doubt that some soldiers' wives have been accustomed to work, have the time to work, would like to work, but being human don't intend to work when by remaining idle they get money from a fund—money which is denied them if they earn money.

A Midsummer Seller

Display these Sand Shade Hats with your Straws

A straw hat is not alone always adaptable to holiday purposes. For that reason, you very often find it possible to sell a customer two hats in order that he may be able to meet the requirements of style and general utility.

Style No. 1079

Color—Sand shade or natural. Convertible brims. Trimmed with black, green or brown band; binding to match, or raw or welted edge.

Values range from $18 to $24

Send for samples or inspect these hats which have been included in Fall samples and may be ordered for immediate requirements.

MAYHEW HATS, LIMITED

NIAGARA FALLS, ONTARIO

Selling Agent: S. S. MOORE, ROOM 2, FOY BUILDING, 32 FRONT ST. WEST, TORONTO

Correct Military Lines for Summer and Fall Selling

An examination of our present showing will convince you of the splendid values we are offering. Our stock is complete and the prices have been cut just as close as quality will permit.

See what you require from the following list. We guarantee prompt delivery and complete satisfaction.

Fatigue Suits
Military Raincoats
Camelhair Blankets
Sam Brown Belts
Leather and Rubber Boots
Swagger Sticks and Crops
Khaki Neckwear and Handkerchiefs
Unshrinkable Shirts
New Trench Coats (Interlined Oilskin)
Haversacks—Badges
Slickers—Fox's Puttees
Spring Leggings
Soldiers' Friend and "Royal" Polish
Military Books

Commence shipment Khaki Wool Socks in June.

Sole Agents for
Young & Rochester Shirts,
Aquatite Military Coats,
Tress' Official Service & Trench Caps.

Send post card for prices and particulars.

Wreyford & Company

Wholesale Military Outfitters and Mfrs.' Agents

85 King Street West Toronto, Canada

Summer Fashion Neckwear

	Pr. Dz. Net.
Lot A-1—Dollar Silk Cravat, slip-easy band and "Diamond" Safety protection in back ....Bulk	$3.50
Lot G—75c Extra Large Shapes, best value..Bulk	3.25
Lot O—65c and 50c Extra Large Shapes, four-in-hands .....Bulk	2.50
Lot D—Large Shapes, four-in-hands.....Bulk	1.90
Lot H—Smart Bat Wings, Bulk $1.50 and.....	1.75
Lot EE—25c and 35c Fine Knitted Ties, assorted, boxed	1.50
Lot U—Silk Woven Washable Ties, boxed, $1.00, $1.25, and $1.75.	

All the above goods come in assorted colors and patterns. Order to-day our sample line on approval and be on a sure road to PROFIT. If not rated, state New York references.

AETNA NECKWEAR CO.

215-19 Fourth Avenue, Clarendon Bldg., New York, N.Y.

PRICE TICKETS For Your Window

In any quantity and many designs.

Hand lettered, with your own prices.

Write for samples and prices.

BRUMBY-COLLINS

142 Victoria Street - Toronto, Ontario

Brotherhood

REGISTERED TRADE-MARK OF

H. S. PETERS, Limited, Welland, Ont.

The name "BROTHERHOOD" on Overalls, Smocks, Brownies, Service Coats, Carpenters' Aprons, Machinists' Aprons and Auto-Suits, stands for

QUALITY SERVICE SATISFACTION

Quality — Our aim is to make the best quality of overall on the market. We do this by using the best denim, thread and trimmings money will buy, and by paying highest wages to insure perfect fit and workmanship.

Service — We guarantee the BROTHERHOOD garments to give the best service obtainable. Every garment is guaranteed in such a way that our agents will replace any BROTHERHOOD garment returned to them which shows the least defect, after being worn by the purchaser.

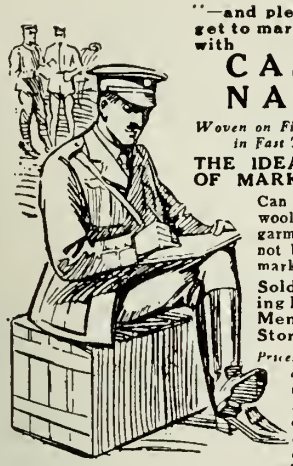
Satisfaction — We do not believe there is an overall wearer in Canada to-day who has tried a BROTHERHOOD garment, who is not a satisfied BROTHERHOOD booster.

Mr. Merchant, these three points make a BROTHERHOOD agency the best drawing card you can get. The consumer is being educated to buy trade-mark goods. Goods guaranteed as the BROTHERHOODS are, never fail to draw trade and hold it, and don't forget, the working man who calls to buy BROTHERHOOD OVERALLS is a live prospect for other purchases. The trade of the man who wears overalls is the trade every merchant wants to cultivate. It is usually steady and reliable.

We sell direct to you, Mr. Merchant. This saves us the big expense of travelling men. The saving is put in our garments in better material and workmanship, making the trade-mark "BROTHERHOOD" on overalls and all our other lines the symbol of quality.

Our selling proposition is straight-from-the-shoulder, and we rely upon the quality of our goods to sell them. We will send any reliable merchant in Canada a trial order of five dozen BROTHERHOOD OVERALLS freight paid, or if you prefer, we will send samples, express paid.

H. S. PETERS, Limited, Manufacturers, Welland, Ontario



"—and please don't forget to mark all my linen with

CASH'S NAMES

Woven on Fine Cambric Tape in Fast Turkey Red.

THE IDEAL METHOD OF MARKING LINEN

Can be used also on woolen and knitted garments which cannot be marked with marking ink.

Sold by all Leading Dry Goods and Men's Furnishing Stores.

Prices for any name not exceeding 22 letters, 24 doz., $4.00; 12 doz., $2.25; 6 doz., $1.50; 3 doz., $1.00. Style sheets can be obtained from

J. & J. CASH, LIMITED
301 St. James Street
MONTREAL

A Good Business Can Be Done In Cash's Woven Names

The above advertisement is now appearing in various Canadian magazines.

Cash's Poplin Khaki Ties

(The Favorite Among the Soldiers)

—because Cash's Neckwear keeps its shape, looks tidy when other ties are crumpled and creased.

Prices from $4.25 to $6.00 per doz.

Send for Samples

Head Office for Canada and United States, South Norwalk, Conn.

"Craftana"

Registered No. 262,00.

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE AOME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

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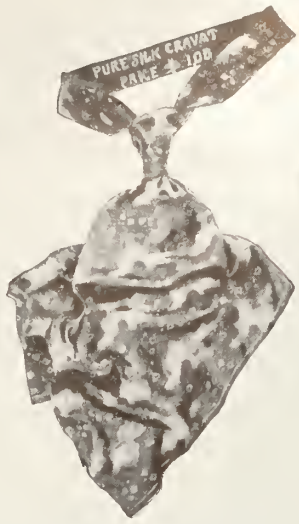
"Slip-Easy Cravats"



For Immediate Delivery

Our latest lot AA, made with a slip-easy band and a diamond tack protection in the back from the best quality materials, in assorted stripes and figures. Packed in bulk .....$4.00 per doz. net
We also carry a large assortment of Men's Silk Neckwear, to retail from 25c up to 75c each. Prices ranging from $1.75, $1.90, $2.40, $2.75 up to $3.25 per dozen net. Packed in bulk.
A big assortment of Bat Wings and Knitted Ties at $1.75 per dozen net.
We also carry Men's Washable Tubulars from $1.00, $1.25, $1.50 up to $1.75 per dozen net.
We have a big assortment of Men's Shield Tecks, assorted colors, $1.25; Plain Black Silk Barathea, $1.50; Shield Bows, assorted colors and plain black, 75c; Plain Black Silk Barathea, 85c per dozen.
Our merchandise is ready to be shipped. Order at once.

AMERICAN NECKWEAR EXCHANGE
611-621 BROADWAY Dept. C. NEW YORK CITY

We'll Prove It

GIVE us a chance to prove to *you* that you can make money by working our plan. Hundreds of men and women in Canada are making splendid salaries by working for us a few hours each day. Why not learn all about it?

If your regular position isn't producing enough money to take care of a few added luxuries—our plan will fit in splendidly, giving you as *much* extra money as your spare time will allow for. The more time you devote to the plan the more money you can make. To learn all about it—drop us a *Post Card*,—back to you by return mail will come full particulars. This will not obligate you in any way. Simply say, "Send me full particulars of your money-making plan."

Name.....

Address.....

The MacLean Publishing Co., Limited
143-153 University Avenue - Toronto, Ontario

Held Down and Back by His Business

Many a retailer shrinks up as the years pass—becomes narrowed in vision and more petty in spirit. This, by sticking too closely to his own business, by refusing to give time to interests outside him, but related to his affairs. In the pursuit of dollars, his power to earn dollars grows less.

Does this describe you? We sincerely hope not, but if perchance it does, then we have a remedy to propose: it is that you should take a deeper interest in the Nation's Business—not by actual participation in politics, but by keeping yourself well informed concerning the big subject of Canada's development in matters pertaining to its finances and business administration. A little reading each week of The Financial Post will lift you out of the rut of your own groove, will liberate your mind from the narrowing influences of constant pre-occupation with the affairs of your own business, and will enable you to see Canada and its progress as your banker sees it—as the magnates see it.

Clearly, if you acquire the ability and habit of seeing this larger world of which your business is but a small fractional part, as the great money-makers see it, you will be able to conduct your own business better and make it yield you more. This is why we urge you to become a reader of The Financial Post—and the reason is sound. Then sign the form below and forward—thus showing that you have the **will** to shake off the fetters of narrowness which your own business may be forging about you each year.

More particularly: The Financial Post will help to give you that most necessary factor, a Business Education. Consider the value to your business and to yourself of a thorough and up-to-the-minute knowledge of the Business Outlook. It would certainly help you to know at almost any time whether to be preparing for good times and bigger business or whether a depression seems likely. And a close knowledge of money conditions should help you with your banker and save you money in discount on your cheques and drafts.

THE FINANCIAL POST OF CANADA

143 University Avenue ∴ TORONTO

....1916

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit $3 00 to pay for my subscription on receipt of bill.

Name .....

Address .....

.....

Best British Make
"KING" Model

IN a medium-priced hat, selling from $2.50 to $3.00, you will find no better value anywhere than the KING HAT, British made. This hat is exceedingly well finished, having all the appearance and completeness of attention to detail of a higher priced line.

The "KING"

King Hats are well blocked, and being made of the best materials, and fashioned carefully, will retain their shape. All this means that your customer will be well satisfied and will ask for this same make again. KING HATS make for many repeat sales. KING HATS come in soft and stiff felt models, straws, and panamas. Note the trade mark—and the retail selling price.

BEST BRITISH MAKE

HIGH GRADE The King Hat LIGHT WEIGHT
MFG. LYONS LONDON

$2.50--$3.00—British Made

IN a more expensive hat, the "Borsalino" is the most popular hat in the world. It can always be depended upon for maximum of style, for perfection of materials, shaping, finishing and wear, and the colors are absolutely fast.

Borsalino
Grand Prix-Paris 1900
ANTICA CASA FONDATA NEL 1857
ESTABLISHED 1857

All genuine Borsalino Hats have above stamp on leathers

The "BORSALINO"

has been the recognized world's leader since 1857. Being favorably known all over Europe and America, it sells to widely travelled men; and in Canada its favor is great and widespread. Your fine hat trade will grow if it is known locally that you sell Borsalinos. Note the trade mark to the right. Stamped on all leathers.

Made in ITALY

We carry complete stocks of both KING and BORSALINO hats in all desirable shapes and fashionable colors. Write us for our proposal.

Made in Italy
"BORSALINO"
Model

Anderson-Macbeth, Limited

Sole Distributors BORSALINO and KING Hats

284-286 King West - Toronto

"The Right Mail-Order House"

Arthur Stringer

Most versatile of Canadian authors, has just finished, in "The Anatomy of Love," a novel of Canadian life which combines rare drollery and whimsical humor with wholesome and satisfying romance. Mr. Stringer's brilliancy has never been more strikingly displayed than in this story, the first instalment of which appears in the June MACLEAN'S. To have secured the first rights to so important a novel is a notable achievement.

Agnes C. Laut

contributes another of her prophetic war articles—"Give America the Whole Truth." This is an examination of Germany's intrigues in the United States—a remarkable expose of Germany's aims and plottings in the Western hemisphere, written with an astounding knowledge of "inside" facts.

Robt. W. Service

provides two poems written at the front — "The Odyssey of 'Erbert 'Iggins" and "The Convalescent."

Arthur E. McFarlane

contributes a mystifying detective story, "Behind the Bolted Door?"—the best detective story since Sherlock Holmes.

Alan Sullivan

supplies a timely sketch, "The Romance of Cobalt"—a sketch of the camp, past, present and future.

MACLEAN'S

MAGAZINE is getting the best Canadian writers to put their best work into articles and stories of particular Canadian interest. This is a deliberate policy on the part of MACLEAN'S publishers Other Canadian writers of note whose work appears in MacLean's are:

Stephen Leacock	H. F. Gadsby
L. M. Montgomery	Arnot Craick
Nellie McClung	Robert E. Pinkerton

Not the least appreciated feature of MACLEAN'S is its popular Review of Reviews Department, which condenses for busy readers the cream of the world's best periodical literature.

MACLEAN'S MAGAZINE maintains a clean and wholesome tone. Its advertising pages are censored to exclude all objectionable advertising. MACLEAN'S can be taken into your home without any hesitancy, to be read by any member of your family.

MacLean's is $1.50 a year. Remittance for yearly subscriptions need not accompany order.

JUNE NUMBER AT ALL NEWS STANDS **15c**

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Qualities Always Maintained

Under no circumstances do we sacrifice the high standard of quality and workmanship of our "DOMINION" Raincoats.

Market conditions have made it very difficult to secure materials, besides causing prices to soar all along the line. Despite these conditions, we are maintaining those high-grade qualities that make

"Dominion" Raincoats

MADE IN CANADA

The Best Within Your Reach

Don't accept our statement for that fact. Make comparisons. There is but one verdict—"DOMINION" Raincoats are the best for quality, style, fit and finish.

Write for Catalogue, Price List and Swatch Books.

Canadian Consolidated Rubber Co., Limited

MONTREAL, P.Q.

28 "Service" Branches Throughout Canada

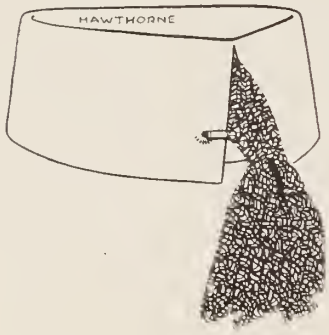
The "Hawthorne"

A new member of the family of Lightweights.

It's going to be the lightweight champion. So different from the others that it should prove a valuable addition to your line.

We are going to advertise it extensively and you will do well to place your orders now, to take care of the Summer trade.

Write your nearest branch house.



By the illustration you will see that a cravat knot fits the collar perfectly, and with the eyelets instead of buttonholes, the wearer can use a fancy pin instead of the more common link buttons.

TOOKE BROS., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI | PUBLICATION OFFICE: TORONTO, JULY, 1916 | No. 7

PATENT NO. 158351 NOV. 10TH 1914
ONE BUTTON
Hatch
UNION SUIT
YORK KNITTING MILLS LTD
CANADIAN LICENSEE

The Hatch One Button Sleeper

Manufactured by

The York Knitting Mills, Limited, Toronto

MILITARY INSIGNIA

We manufacture the most complete line of Military Insignia and Badges in the country.

We can supply you with the regular badges as used by different corps of every Battalion. We also manufacture special badges for new Battalions forming on the shortest possible notice.

Our staff of designers can supply you with designs which generally secure the business. These are free to the legitimate trade.

P.S.—ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

Your enquiries are solicited.

CARON BROS., Caron Building, Montreal

Style-Craft
TAILORED CLOTHES

A Successful Style Expert

Now With Our House

MR. J. W. CHRISTIE
Designer of Style-Craft Tailored Clothes

Ever on the alert to keep *"Style-Craft"* Clothes leading in styles for men and to overlook nothing that could assist in furthering *this ideal,* we have added to our staff Mr. J. W. Christie, for the past several years with Hart-Schaffner & Marx, Chicago, and previously with other important makers of men's clothes in the United States. Mr. Christie has taken complete charge of the designing and tailoring of Style-Craft Clothes.

STYLE-CRAFT MADE-TO-MEASURE SERVICE will prove a valuable addition to your clothing department. Our Service will help to win to your store the patronage of a very desirable clientele.

For your Military needs we have a special department fully equipped to give you immediate service.

E. G. HACHBORN & COMPANY

50-54 YORK STREET TORONTO, CANADA

YOUR customers can "lean on" STIFEL'S Indigo Cloth. It bears alike the weight of rough wear and grimy, greasy soil; and the brunt of Sun, water and washboard can't take out its loyal blue color. As indestructible as a fabric can be made in weave and color.

Our advertising is impressing upon customers---your customers, too---that it's the cloth in the garment that gives the wear, and that this little label is put on the back of the cloth so they will recognize the genuine STIFEL'S Indigo immediately.

REGISTERED

Insist upon garments of STIFEL'S Indigo---it's the biggest money's worth garment fabric in the trade, and it guarantees uniform satisfaction and profits.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

NEW YORK.....260-262 Church St.
PHILADELPHIA.....324 Market St.
BOSTON.....31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO. Postal Tel. Bldg.
ST. JOSEPH, MO. Saxton Bank Bldg.
BALTIMORE.....Coca-Cola Bldg.
ST. LOUIS.....928 Victoria Bldg.
ST. PAUL.....238 Endicott Bldg.
TORONTO....14 Manchester Bldg.
WINNIPEG....400 Hammond Bldg.
MONTREAL Room 500, 489 St. Paul St.

The

"Railroad Signal" Shirt for Trainmen

UNION MADE

Guaranteed Indigo Blue.

Each shirt supplied without two separate soft or starched collars.

No. 25 (two starched collars.)
No. 25L (two soft collars.)

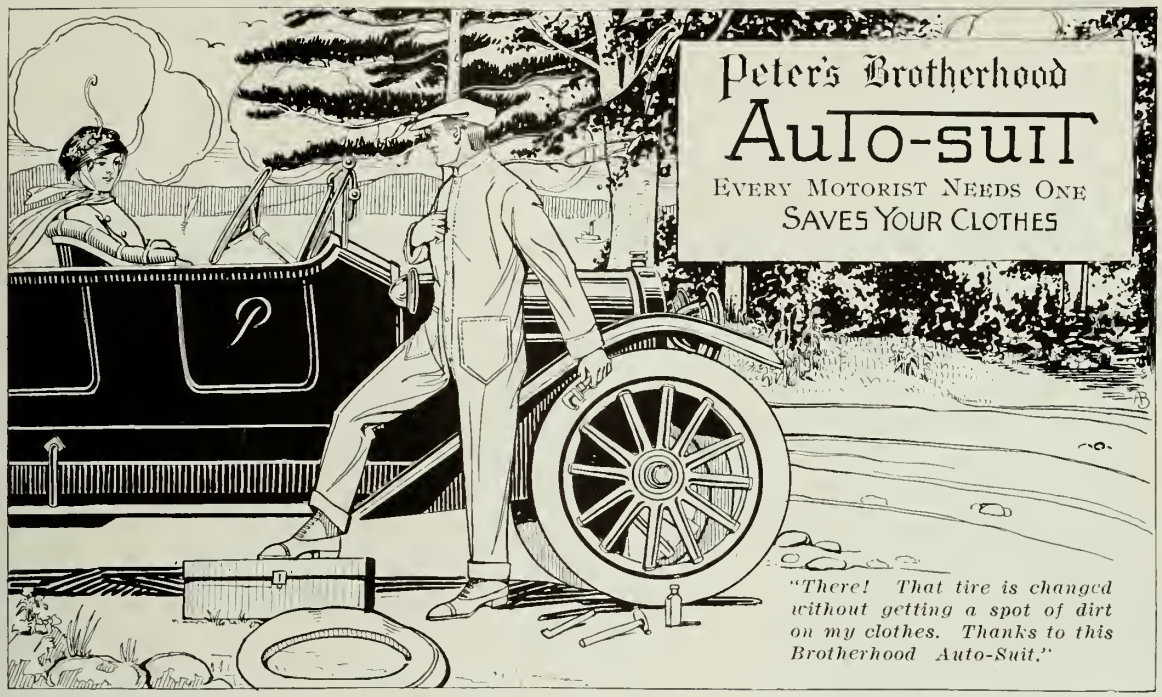
Sizes 14—17½

Price (guaranteed for 30 days only) $12.00 per dozen. F.O.B. Brantford, Ont.

The Kitchen Overall and Shirt Company, Limited

Brantford, Ontario

Manufacturers of the famous "Railroad Signal" Overall


Peter's Brotherhood
Auto-suit
Every Motorist Needs One
Saves Your Clothes
"There! That tire is changed without getting a spot of dirt on my clothes. Thanks to this Brotherhood Auto-Suit."

Peter's Brotherhood Auto-suit

Satisfies the desire of motorists all over the country for a suit that will save their clothes, when compelled to repair the car or change a tire while out driving. *Peter's Brotherhood Auto Suit* is the first garment of its kind to be made in Canada. The agency for this suit will be a splendid proposition. *Peter's Brotherhood Auto Suit* is our answer to the repeated requests for a suit that can be easily slipped on and off and carried in the car or kept in the garage.

We are going to place an agency with one reliable merchant in each town and city in Canada. This agency will be a drawing card for the best trade of your community. Do you want it? Write us at once and we will send samples prepaid by return mail.

Brotherhood

Overalls, Smocks, Brownies, Service Coats, Carpenters' Aprons, give the best value obtainable. The best denim, thread and trimmings are used and the highest wages are paid to ensure excellence of workmanship and perfect fit.

BROTHERHOOD OVERALLS bring a merchant the trade of the steady, reliable workman. The merchant who sells *Brotherhood* overalls usually holds his customer and makes additional friends and sales in other lines.

Our selling proposition is straight-from-the-shoulder. We sell direct to you, Mr. Merchant, and put the big saving of travellers' expenses into a quality of material and workmanship that has made the name *"BROTHERHOOD"* a recognized symbol of quality. You make the first sale; the quality of our goods does the rest. We will send any reliable merchant in Canada a trial order of five dozen *"Brotherhood" Overalls,* freight paid, or if you prefer we will send samples, express paid. Write us your preference.

H. S. PETERS, Limited

Manufacturers ∴ WELLAND, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Camps Now Open!

There are exceptional selling possibilities for the merchant who carries

MILLER MILITARY WALKING BREECHES

The one and only make all the Soldiers want.

They are the only breeches made of Regulation Khaki Serge.

Every pair sold will bring other sales. Their smart appearance and comfortable fit make a strong bid for the Soldiers' business.

Miller Breeches will make your store popular with the soldiers, and give the "boys" value for their money. Order a trial dozen.

When a soldier asks for breeches he expects to get *Miller Breeches.*

Don't turn him away from your store by offering a substitute—because every soldier knows there is no substitute for *Miller Breeches* in material, snap, fit or comfort.

We are makers of the celebrated "Rite-Fit Non-Fray" Puttees—No. 1, $21.00 per dozen, No. 2, $16.50 per dozen. Straight Puttees—$10.00 to $15.00 per dozen. ALL NON-FRAY.

MILLER MFG. CO., LIMITED, 44 York Street, Toronto

Uniform Contractors to the Dominion and Imperial Governments

Extra Good Quality Here!

"Imperial" Underwear is out of the usual run of underwear. It is a step forward in those features that are truly serviceable. Your customers will readily see the benefits of the following features:

Lap Seam Shoulders
Comfort-Fitting Collarette
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets

Made in Combination or Two-piece suits for men. Put this brand forward.

Write for samples.

Kingston Hosiery Co.

KINGSTON, ONT.

A User of Waterproof Collars

and why he prefers

Challenge Brand

Then it is handy!

The outing man has little use for a collar, he feels "Harnessed up," but when coming back to town he must conform to custom and appear respectable on the streets—so he invariably keeps a collar handy—a waterproof collar because it is easily carried around without being soiled or crumpled. Whenever occasion demands a collar—then it is handy, easily cleaned and ready to wear.

Preference is usually given to

CHALLENGE BRAND "Arlington" Collars, because of their convenience and linen-like appearance. Being made of stouter material than the ordinary waterproof collar they are especially desirable for the outing man.

CHALLENGE BRAND "Arlington" Collars are also popularly used by campers and lovers of the out-of-doors, because they do not wilt or chafe, are safely carried around, are easily and quickly cleaned with soap, water and a sponge, and are ready for any occasion where a collar is required.

FOR THE MERCHANT THE CHALLENGE BRAND Collars are a good selling proposition. Give wide selling scope because there is a different grade and style to suit the requirements of each customer at prices to suit the individual's purse. With the Challenge Brand no customer need be turned away disappointed, or obliged to take something he did not really want. In the Challenge Brand you have **SIX GRADES** in popular styles, ranging in price from 75c to $2.00 a dozen — a collar to satisfy each customer.

Stock this brand and win your customer's good-will.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

The Deacon SHIRT

For Working Men and Fighting Men

The Deacon Working Shirt is made in a great variety of styles to meet the needs of the man or boy at work or play. The "Deacon" is an easy-fitting shirt, made of oxfords, drills, sateens and flannels, to sell at popular prices.

The Officers' Military Shirt here shown is strictly regulation style. We know the needs of soldiers and officers and make several lines of Khaki Flannel Shirts strictly according to regulations.

The Officers' Shirt illustrated is made in coat style, with neckband and two separate collars (either round or square corners), shoulder straps, military bellows pockets with tunic flaps.

Send trial order.

Stock *the Deacon Line* for right fit and satisfaction.

Officers' Military Shirt

DEACON SHIRT CO., - - BELLEVILLE, ONT.

Isn't this a dandy?

It takes little space—gives full bust effect and will make many a bare corner attractive. It will prove an effective aid to shirt selling. It is a

DALE

—that means effectiveness in display fixtures.

Dale's Half-Bust Form Shirt Displayer for Plaited, Stiff Bosom, Soft Bosom and Ratine Shirts.

This Dale Half-Bust Form Shirt Displayer

is mounted on a handsome square base, with adjustable tube standard, allowing many different heights and angles. Let us send you full particulars. Write.

Dale Wax Figure Co., Limited

106 Front St. East, - Toronto, Ont.

Canada's Leading Display Fixture House

ARMY and NAVY EQUIPMENTS

The oldest and largest manufacturers of Military and Naval Equipments in the world, for

Badges	Buttons
Medals	Swords
Caps	Helmets
Belts	Gold Laces
Etc.	Etc.

Catalog and prices free on application.

J. R. GAUNT & SON

(CANADA CO.) LIMITED

63-65 Beaver Hall Hill MONTREAL

Also at London, Birmingham, New York, Melbourne, Bombay, etc.

ESTABLISHED 1875

Attention! Attention!

Quick Action

Is necessary when handling Military orders—let us handle yours. *Our tailoring organization* is adequately equipped to execute all orders for military clothing, *quickly, economically, satisfactorily*—on the shortest notice.

We are a reliable "Base of Supplies"—with forty years' successful career as military outfitters we are able to give you an unexcelled service. *Let us know of your requirements—Liberal wholesale discounts.*

Sole Agents for WILKINSON SWORD CO., Limited, London, England, and CONSIDYNE, CURTIS & CO.'S FAMOUS SOLDIER'S FRIEND BUTTON POLISH, Bristol, England. A paste polish of unusual merit for polishing buttons and all metallic parts of a soldier's uniform.

SAM BROWNE BELT

Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Gloves, Haversacks, Waterbottles, etc.

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Clothing and Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

The Brand that Mothers Want

Lion Brand Boys' Clothes have the "wear and tear" withstanding quality that mothers desire for their boys and the price appeals to the thrifty. Big Sellers. Good Profits.

Lion Brand includes Boys' Military Suits which are in big demand. We also have a line of *BOYS' ODD KHAKI BLOOMERS.* In the regular "Lion" Brand Boys' Clothing will be found reinforced seat, knees and elbows; this insures resistance where the wear is the greatest.

LION BRAND CLOTHES are smart, stylish and appeal to the boy's taste as well as a mother's good judgment.

Handle this line and build permanent patronage. Write us for samples.

The Jackson Mfg. Co.
Limited
CLINTON, ONTARIO

The Lace Goods Co., Ltd.
Importers and Manufacturers' Agents

MEN'S
HANDKERCHIEFS
We Sell Them—the Right Kind

KHAKI
HANDKERCHIEFS

All Qualities Now in Stock
75c., 95c., $1.10, $1.45, $1.85

Mail Orders Receive Special Attention

The Lace Goods Co., Ltd.
Empire Building ∴ Toronto, Canada

Do not neglect the Haversack and Khaki Shirt end of your business.

It's a winner.

Spring is here—route marches commence. Every officer as well as private will require a Haversack. We quote as follows:

Officers' large size 14x11-inch, heavy 8-oz. duck, 5 pockets, $13.50 doz.

Officers' Khaki Shirts (*Viyella Flannel*), with 2 collars, $33.00 doz.

Send for samples of other Khaki Shirts and Haversacks.

The Jones Mfg. Co.
533 College St. - TORONTO

Now is the Time

To capture and hold the best clothing customers.

When dealers are forced by advancing markets to reduce quality and raise prices—the firm giving the public reliable goods at reasonable prices must secure the trade, and hold it permanently.

"Progress Brand" Garments

are offered to the trade to-day—with the same dependable materials, the same high-class tailoring—at the same values.

We have the raw materials in stock—we have the plant and organization—all of which are at your disposal in exchange for your patronage.

Now is Your Time

to secure and hold the trade that inferior merchandise—at high prices—are bound to chase away.

OUR MADE-TO-MEASURE DEPTARTMENT

carries a large stock of high-class woollens, which is sold—as bought—at last year's prices.

A Mark of Reliability

Inspection invited. Correspondence solicited.

H. Vineberg & Co., Limited

Makers of Progress Brand Clothing

Cor. St. Lawrence Blvd. and Duluth Ave., Montreal

What about Khaki Drill Boys' Uniforms for the summer? Are you supplied? We stock both wool and duck.

HELLEUR, GARIEPY & BRODERICK, LIMITED

Manufacturers of Men's, Boys' and Juvenile Clothes

16 Craig Street West - - MONTREAL, Quebec

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SPECIALISTS
IN
Men's and Boys' Clothing
AT
Popular Prices

The Alert CLOTHING Co. *Montreal.*

Makers of popular-priced clothing for *Men and Boys.* Can fill your orders *from stock.*

Prices only a *little* higher than *before,* but *very* much *lower* than *present* values — if we had to buy our supplies to-day.

Keen buyers will do well to get in touch with what we have to offer.

THE ALERT CLOTHING CO.

1202 ST. LAWRENCE BOULEVARD MONTREAL, QUE.

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LEGGINGS
PIG SKIN AND HIDE
SOLID ENGLISH LEATHER
PATTERNS
SPIRAL STRAP and SPRING FRONT

TRENCH CAPS
IMPROVED PATTERN
Serge, Gabardine, Whipcord and Waterproof Materials

EVERYTHING IN
MILITARY EQUIPMENT
(EXCEPT UNIFORMS)
FULL LINES

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The Tress' Official Service Cap.

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Wholesale Military Outfitters and Mfrs.' Agents
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For the Millionaire or the Million

"Everyman's" Outing Pants

Our Seasonable Offering to the Trade

White (in heavy duck).. ..... @ **$1.00**
Khaki (in various shades)..... @ **1.25**
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Made up in side, 2 hip and watch pockets, with cuffs and belt loops.

Sample pants or swatches will be sent on request.

Terms: 2% 10 days or nett 30 days.

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A HALF HOSE FOR HARD WEAR.

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To be had from any of the Leading Wholesale Dry Goods Houses.

CASH's POPLIN

Popular NECKWEAR

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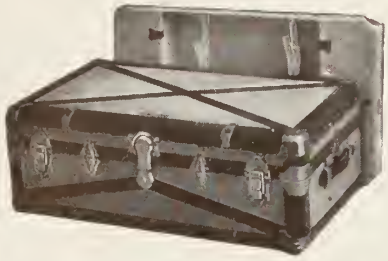

An Eveleigh production specially made for Military Overseas use.

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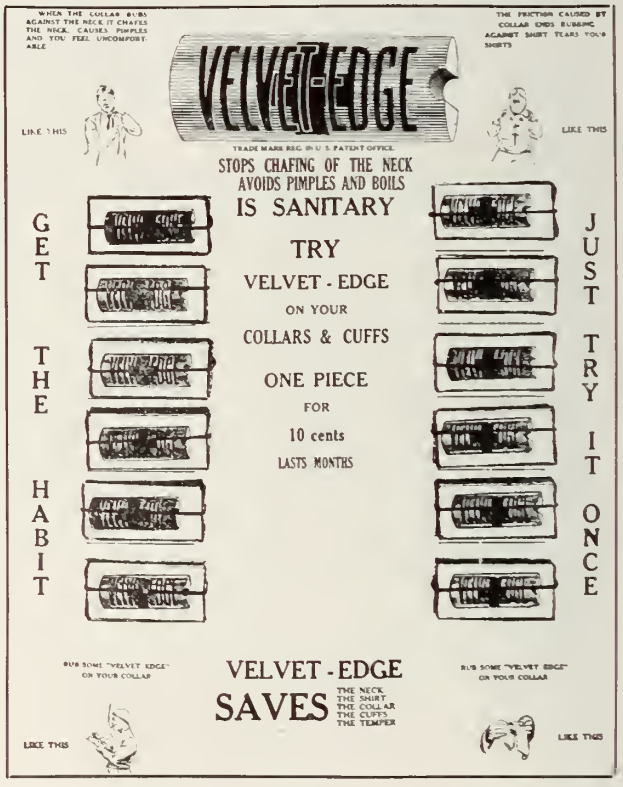

H. V. BYE, Sole Selling Agent for Canada

128 BLEURY STREET .·. .·. MONTREAL, QUE.

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We Help the Young Man to Go Into Business

A Semi-ready Store will pay in your town—and pay big.

We help the man who wants to start in Business.

Backed by the pulling power of the best known Trade-mark in Canada—by our continuous energy and advertising—and the making of high-class tailored clothing—there can be no such word as Failure in living up to the Semi-ready ideals.

The General Public believe in Semi-ready Tailoring, in its fair price and its good quality—and we present you with the franchise free and without stipulations.

You do not have to contract for the exclusive sale of Semi-ready—it is given to you in the fairest spirit of mutual co-operation.

You own the Trade-mark for your town—absolutely. You alone have the right to sell Semi-ready.

We have the Plan and the Opportunity. Our Business Plan enables you to start a Men's Wear Store with a very small capital.

Our Plan calls only for Character, Capability and Capital—and the first two are the more important. You must own your own Store, be your own Boss.

Twenty years of Prestige and Experience will stand behind you—coupled with financial help.

There are many towns where the Door is Open.

These towns and cities will be taken up some day—for our Purpose is to have a Semi-ready Store in every good town in Canada.

There is a good choice of Towns and Cities where the Opening is apparent.

Here are a few:

Berlin and Waterloo—with a population of 23,625—towns two miles apart, with electric railway between, manufacturing shirts, buttons, furniture, boots, pianos, organs, automobile tires, tanneries, foundries, sugar refinery, rubber boots, brewery, distillery, brooms, brushes, threshing machines, with wholesale houses and many surrounding villages from which trade is drawn; daily papers, and

Smith's Falls—population 7,000, with chief industries: agricultural implements, plow works, stove foundries, woollen mills, saw, flour and shingle mills, malleable iron works, carding and planing mills; and an important divisional point with large railway population.

Owen Sound—population of 12,750; railway and lake shipping point, many factories, machine shops, foundries, cement works, furniture, biscuit and confectionery factory, malleable iron, bolt and screw works, stone quarry, brewery, cannery, cigar factory and iron and steel shipbuilding; good harbour, with grain elevators; splendid fruit country; many towns and villages nearby, from where shopping is done in town.

Sarnia and Galt, previously advertised, are both promised for the Fall.

Hull—population of 22,000, just across the river from Ottawa, with many industries.

Portage la Prairie, in Manitoba, population 6,000, offers a good opportunity for a specialized men's wear store.

Regina—Our Customer there will sell out to anyone who can handle a $15,000 stock, as he has another business; population 40,000, the capital of Saskatchewan.

We have one or two other good towns and cities in the West, where a splendid opportunity awaits the right man.

Address all enquiries to H. A. Nelson, President

Semi-ready, Limited

Montreal, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

EVERY shirt buyer in Canada knows the difficulties now being encountered in the trade—the shortage of fast dyes,—the difficulty of obtaining guaranteed deliveries—the constant advance in prices.

We do not pretend to have escaped the effects of this difficult situation. We, too, find it hard to get fast-color shirtings in sufficient quantities—we are continually "hurrying-up" delayed shipments from the mills—and even the fact that we buy in large quantities for cash enables us to avoid price increases only temporarily.

The size of this organization, however, its world-wide buying connections, and large purchasing power, all serve to *reduce* the effect of these difficulties to a minimum, and enable us to protect our customers in many ways not possible for manufacturers less fortunately situated.

This protection consists in giving our customers the widest selection of styles and patterns that the market affords, the best possible prices, and the greatest assurance of reliable deliveries, both on placing and sorting orders.

When a merchant sends his placing order to us, he automatically assures himself of the best possible service in fulfilment of his later requirements throughout the season.

See our travelers, or write for samples and prices.

John W. Peck & Co., Limited

Montreal **Winnipeg** **Vancouver**

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 6 TORONTO, JULY, 1916 No. 7

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OFFICERS' TRENCH, No. T16

A Few Original Patterns in Officers' Khaki Summer and Fall Headwear

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WOLFE'S
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BRAND
NONE BETTER
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OFFICERS' WOLSELEY HELMET

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A. HARRY WOLFE

CANADIAN GOVERNMENT CONTRACTOR

46 St. Alexander Street .·. MONTREAL

PRICES AND SAMPLES ON APPLICATION

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, JULY, 1916 NO. 7

WHAT OF THE NEW COLLAR PRICES?

Retailers, Seemingly, Are Having but Little Trouble With Their Customers as a Result of This Advance—The Retailer, of Course, Now Gets Better Profit From This Line—Will the Old Price Come Back?

SINCE the last issue of MEN'S WEAR REVIEW went out to its readers on May 27, a price change has come upon a universally stocked line of apparel—collars.

For some time the fact has been known by well-informed retailers—and the point has been mentioned in MEN'S WEAR REVIEW—that the price of collars should go up were only the cost of raw material, and of production generally, considered. It was felt, however, that other considerations were keeping the price down, and the advance which has been struck was probably unlooked for by the great majority of retailers.

The notification of this change caused a certain amount of wonderment, but time has now been given for the retailers to know the impression which the change has made upon their trade, and it appears there is nothing to fear from this advance and much for the retailers to be thankful for.

Profit to the Retailer

An advance was necessary from the manufacturer's standpoint, to prevent their sustaining too great losses as a result of raw material increases, extra charges for laundrying, etc. But the advance, as made, is such that the big benefit seems to come to the retailers. In the past he has been handling collars with a narrow margin of profit—a profit which he could not afford to take on all his lines, and remain in business. Now, it is true, he pays more for the collars, but by getting more for them, on prices which are being emphasized to the consumer, his margin of profit per collar is considerably greater than in the past.

This increased profit is secured both on the old two-for-25c collar, which now sells at 15c each, and on the old 3-for-50c collar which sells for 20c each, or $2.25 per dozen.

A Manufacturer's Statement

Referring to these increased prices, one prominent manufacturer of collars has this to say:

"It is needless for me to say that these advances are moderate, considering the advances in cost of materials, supplies and labor, and they really should welcome the change, as it gives him a very much better profit. There has been a saying that collars are like sugar in a grocery store; people have to have them. They do not require a lot of selling and consequently a merchant was satisfied to handle them at a small profit. We think, however, that the retailer is entitled to a better profit than he has been getting, and for that reason, as we said before, he should welcome the change. One thing the retailer should do, is try to sell more goods by the dozen. There are really very few intelligent buyers who regularly buy one or two collars at a time, unless just simply to try out a style."

This contention, regarding selling more collars by the dozen, is an exceedingly good one. A number of retailers are now doing something to this end. Instead of saying collars are two-for-30c, they say 6-for-90c, or $1.75 per dozen.

Now Everything Has Advanced

Many men, it will be remembered, are wedded to a certain style of collar. They can easily be persuaded to buy a stock of that style, thus assuring themselves of having some ready for use, and of saving annoyance from finding a merchant out of that particular style, when they go for a repeat. It is an interesting fact, by the way, to note that with the advance in the price of collars, there has now come an advance in practically every line handled in a men's wear store, since the commencement of the war. Collars were the last to move, and doubtless it has only been because the manufacturers found it absolutely impossible to make ends meet, at the old figures, that the change was affected. When this change was determined upon, however, it seems the retailers' side was borne especially in mind, and the prices were so arranged that while he paid 10c a dozen more for the collars, he gets 30c a dozen more for them, provided he sells them in less than dozen lots, or 25c a dozen more, if he sells at the dozen rate of $1.75 for the old two-for-25c collar. The merchant now gets 33 1-3% profit on his collar sales. Under the old price regulations, he had to sell $1.50 worth of collars to make 40c, that is he was making at the rate of 26 2-3%.

As has been pointed out before, when the possibility of a collar advance was considered, practically all the units which go into the production of a collar have advanced within the last 18 months. Not only is the cotton and other material in the actual collar very expensive, but even the wrappers on the boxes are up.

Continued on page 40.

SUMMER HOME AND TOURIST TRADE

Window Trims of Lines Needed at Camp Get Attention of the Man — How Brockville Merchant Makes His Windows Draw Tourist Trade — Stores On the Small Boats

AT HAND is the season for the Summer vacation, when with schools closed, the tired business man of the theatre forgets that he is tired and packs up a bundle or two, preliminary to the family flitting for country or watering place.

Perhaps the destination is an old haunt, and if so, the men of the family will have a pretty clear idea of what is required. There will be bathing suits to buy, towels for use after the bath; white duck trousers will be necessary, outing shirts, sweater coats—more than one of many of these articles if care has not been taken of last year's supply.

But mere man, as is generally admitted now, is a careless shopper. A few start off in the morning with a list, denoting what they must buy in order to be properly equipped for the holiday, but very few. The list idea is a woman's method—and a good one, but it has not been generally adopted by the other side of the house, and it is doubtful if it ever will be.

Importance of Window Trims

As a result, the men's wear dealers who are going to get the most of Summer's business, have to make their windows alluring, have to make these attract the passing man's attention, and make him realize that it is but a day or two till he leaves for his vacation.

To the dealer who does make his window speak of the Summer outing, a good deal of this business comes. And it is business well worth while, for the man once inside the store is reminded of one thing after another which he will need, and his purchases usually assume considerable proportions.

But while the man's preparations for his Summer outing offer a real opportunity to the men's wear dealers in the cities and towns from which this man goes, it perhaps offers a bigger opportunity to the men's wear dealer in the town bordering on the Summer resort to which he goes.

This is the man who benefits from the campers forgetfulness. If one has overlooked a belt for his white ducks—he can get that in the nearby town. Does he find that his bathing suit, which he remembered as being in perfect shape, serve as food for the moths during the past winter? Well this can be remedied in the nearby town.

But the merchant in the nearby town requires to make his presence known, and just how this might best be done is worthy of study, and immediate study.

Some Schemes Outlined.

Perhaps an instance or two of how merchants have turned the visits of tourists to advantage will be of value.

Robert Craig of Brockville, a merchant who does business in a city which is itself practically a Summer resort for six months in the year—situated, as it is, just at the head of the Thousand Islands—every year gets considerable business from tourists. Some of these tourists are regular residents of some island. Others are motorists, many of whom go through Brockville and more of whom will likely go through this year, since reciprocity in automobile licenses is being put into effect.

The chief method used by Mr. Craig to draw this tourist trade is the window trim. He has in the past, he says, advertised in some of the papers published in the nearby resorts, such as Alexandria Bay. The results he did not find anything like as satisfactory as had been expected. So the window has been utilized more than ever. One of the features of particular value has proved to be displays of furs. The Robert Craig Co. deals in furs, and by having these displayed in the window the attention of the touring Americans is quickly attracted. Many come into the store to make inspection. Frequently the ladies of the party make purchases, and while they are so employed the men are sure to see something which they want, so that a profit from their smaller purchase is added to the larger profit from the purchase of the furs.

Sweater Coats Big Line

In this store sweater coats also are played up strongly. Every Summer evening almost there are required. Motorists who have not brought their coats will realize the need when this need is brought to their mind by a window trim of sweater coats. So more sales result.

The Playfair Preston Co. of Midland, Ont—another business centre situated in a beautiful Summer district—has adopted the method of going to the Summer tourist. This tourist, the manager of the store says, is away for a holiday. Shopping does not appeal to him or to her, and only by going to them can much business be secured.

Of course the question arises as to how this going after the business of the tourist may best be accomplished. Well the Playfair Preston Co. for some little time has adopted the method of establishing stores on the "Sans Souci" and the "Moon Falls" two of the boats which ply between Midland and the nearby resorts. Of course what is sold for the most part is light refreshments, fruit soft drinks, etc., but while these are being taken, and when the boats stop at the various landing places, orders are taken for men's furnishings and dry goods. These will be brought around and left for the purchaser when the boat makes its next trip.

Circularize Old Campers

At the commencement of every season, this firm goes over its list and sends letter to all the regular Summer

visitors, asking them to come to the store when in Midland, and assuring them of most careful attention.

For the most part, however, the holidayers go direct from the train to the boat, and as has been said, the only successful method of getting a large share of their business is to go after it.

This Midland firm is thinking of sending travelers with samples on the various passenger boats. The idea would be to have these travelers show their samples, probably in connection with the stores which this firm now operates on board. The campers could then pick out anything which struck their fancy. Immediate delivery would not be made, but the purchase could be sent forward within one or two days. As well as doing business on the boat in this way, the traveler might stop at the various Summer hotels and by showing his samples there get more orders.

This plan has not yet been adopted, but is likely to be put in operation this year.

Big Holiday Crowds Sure

Despite the war, or because of it, the coming Summer will see an even larger number of tourists from the other side visiting Canada. The fact that such tourists will be made very welcome has been made fairly generally known, and all the border points and the well known resorts will unquestionably be full.

This, moreover, has been a profitable year on the whole for Canadians, and these in large numbers will be at resorts. The business of these people is well worth going after. For those merchants who have the opportunity, plans for taking advantage of this should be adopted at once.

EAST AND WEST UNITE TO MAKE STRAW HATS

John Chinaman, His Wife and Children—Or the Mikado's Subjects Weave the Straw—Then the White Man Makes This Up Into the Various Styles—The Steps Explained.

Continuing the series showing how men's wear lines are made.

IN spite of cold and rain which materially injured the early sale, straw hats are now everywhere to be seen in the land. During the months of July many more will be bought at prices which yield the retailer a fair profit, and then, with August, will probably come the slaughter sale, when stock is cleaned up. It is a short life that the straw hat has at best, yet this is a line which yields good profits if the evil of too early price-cutting sales are overcome, and the story of the manufacture of a straw hat should be of real interest and value.

Several of Canada's daily papers have recently given a brief outline of the early steps in straw hat making. These outlines have been interesting, but not absolutely correct—perhaps too much credit being given John Chinaman for doing the preliminary work of weaving the straw into braid.

Japs Work Too, Also the Swiss

As a matter of fact, John Chinaman and Jennie Chinaman and all the little China boys and girls take a big part in braiding the straw which eventually finds its way into straw hats. They are not alone in this, however. In Japan, too, a great deal of this work is done, and in Switzerland the business has been quite highly developed of late years. In this latter country indeed, machinery has been used to a considerable extent in making the braid—this in face of the statement made on several hands of late that a machine has never yet been invented for this braiding work.

It is true that machinery has not been used as largely as might have been expected. Probably it never will be used exclusively, for in China and Japan this weaving of the straw into braid is almost a national pastime. Whenever anyone has nothing else to do he braids straw. It is as though a continual war were on, and knitting sox for soldiers were carried on throughout the years as it has been carried on in Canada during the past twenty months.

Such widespread industry, of course, makes the need of machine work little felt. For the most part wheat straw is used by the weavers, but rye also appears in the braid from time to time. It is just ordinary straw, grown not only for use in the manufacture of hats, but grown primarily to bear wheat or rye, the straw braid being merely a by-product.

Braided as Whole Straw or in Parts

The straw is braided in a number of ways. It may be braided without being split at all, the skeins thus made being used for Sennit hats. Or it may be split into two or more parts and these parts braided. Skeins made from such work are used in the more expensive split hats. The finer the braid the greater the value, and the higher the price of the hat into which they go.

Now there are, in China and Japan, and in Switzerland too, brokers whose busines it is to buy up the braid. These have to deal with other native buyers who go around in their own community buying in what braid has been made. These native buyers—especially the Chinese native buyer—cause the brokers considerable difficulty.

Whatever may be thought of the Chinaman in the coast cities, those who deal with him in China find he is a mighty independent, and a mighty honest man. The broker comes down country with his coolies bearing the braid he has collected. He asks a certain price. The European buyer perhaps tries to beat him down. John orders his coolies to pick up the braid again, and off he

marches back to his home town. He will sell at his own figure or not at all.

Skill is Needed in Buying

The European buyers, however, get skilful in handling these men, and buy up large quantities of the braid, and at once ship it to the centres where this is bleached. A great deal goes to England, Luton in Bedfordshire and St. Alban's in Hertfordshire, being noted for this work.

It is not correct, however, to suppose that all the straw braid is bleached in England. As a matter of fact a good deal comes to the United States and is treated there.

This brings to mind a serious situation which has arisen in relation to straw hats within the last year. Peroxide, is, of course, principally used in bleaching straw hats. Peroxide is also used in some explosives, and at Niagara Falls, U.S.A., there has been made a lot of this peroxide for sale to the Allies. Early in March the Niagara Electro Chemical Co. was blown up, presumably the work of Germans or German sympathizers, and the great output of peroxide which was counted upon from this concern was thus shut off. Already this interference with the supply has been having its effect and even the 1916 straw hats will be poorer in bleach than in former years, while the 1917 quality will be still more reduced by reason of peroxide scarcity.

Now it is said that on this continent are made the finest split straws in the world. England, on the other hand, specializes more in the Sennit braids or notch braid. In these the full straw is sewn into the shape of the hat, and then pressed under hydraulic presses.

Finer the Braid Costlier the Hat

The split straw hats are of course made from straw which has been split before being braided, and in these cases the finer the braid the better the hat, but this is getting ahead of the story.

Getting back to the English or United States plants, where the straw braid is brought in from China, Japan or Switzerland, there will be found to be great preparations made for the bleaching. The bleaching once done the straw is handled by New York brokers who sell this to the various manufacturers of straw hats.

What a men's wear dealer would see therefore, in visiting a Canadian factory manufacturing straw hats, would be great rolls of bleached straw braid, and many men and girls at work sewing this, developing it into the hat which in course of time will find its way into the men's wear dealer's window.

In Factories and Homes

In Canada straw hat work is done entirely in factories. In England this is not the case. Such centres as Luton and St. Albans have for instance, many hat factories, but also they have many homes in which work upon hats is done. Girls there get their training in the hat factories. Then, in the course of time, they marry, and to increase the earnings of the family, continue to work upon hats, in many cases, doing this work in their own home.

In the making of the split straws—this is the finer work—the operator makes a circular mat-like object from the braid, sewing each braid in the exact centre on to the braid which has gone before.

The top of the hat is made in this way, then with great skill the operator starts down the crown—then starts to widen out for the brim.

Sometimes the stitching is made invisible—this in the higher priced hats. Sometimes there will be many more rows of braid to the inch than others. Generally speaking, in split straws the greater the number of rows to the inch, the finer and more expensive the hat.

Similar is the work in the Sennit hats made from the whole straw braid. The braid is much coarser, and there being less rows to the inch, its manufacture is much speeded up. This accounts in part for the lower price, as a general rule, asked for these hats.

It will be seen that the great part of straw hat manufacturing in Canada is the work of sewing machines. The operators attain great skill and this is necessary, for on them devolves to quite an extent the work of regulating the size.

Blocked to the Size

The actual size, however, is not perfect when the sewing machine operator gets through. What comes from the last machine is simply a hood in the shape of a hat. This is steamed and is then pressed over a block. The ironing process takes place which gives the hat the proper shape, and when the drying-out process is finished the hat has its proper shape practically in permanent enough form to enable it being handled. It is then passed on to the drying room and after being thoroughly dried is shellacked, an exceedingly high quality of glue being used. This shellac process gives rigidity to the hats and ensures them keeping their shape and also gives them a certain waterproof quality.

After all these steps have been gone through the work of trimming takes place—also done by operators on machines, usually girls. That ribbons and leather bands are up materially and labor of course, is very difficult to secure and more costly. These things indicate higher prices for straw hats a year hence.

GLOVE ADVANCES COMING

ADVANCES are in the air in the glove trade. Orders have been booked by manufacturers at prices which are now obsolete: they are evenly divided as to whether to make delivery at the booked price or to attempt to establish a new range of prices.

At best advances will come with the exhaustion of the small stocks that are available for this unprofitable business; since manufacturers will then have to pay greatly advanced prices for their material. One of the largest manufacturers states that this advance will amount to 50 per cent., and is caused by a multiplicity of causes. The cost of cutting the most important operation in glove making, has been increased by a shortage of skilled hands; the cost of tanning and raw hide has gone up.

It is felt that the climax of the situation has been reached. Manufacturers will be able to withstand the pressure much longer, and when the present stocks they are drawing on are used up, with the making new contracts they must advance their prices to the trade. Already importers are paying 20 per cent. more for their goods.

One of the largest skin firms is buying everything in sight, and holding stocks in anticipation of the rising market in this line.

Silk has advanced up to $6.00 a lb. from the old price of $3.25 and silk gloves indeed, are being shipped to-day at prices that are less than the cost of production. New orders are being turned down daily, since the three factories in Canada are quite unable to supply more than perhaps 50 per cent. of the demand.

Robert W. Allen, head of the Chicago Kenosha Hosiery Company, Kenosha, Wis., has donated 56,000 pairs of stockings, reported to have cost $5,000 to the poor people of France.

A Real Summer Sporting Trim

TRIM BY A. MATTHEWS, STOLLERY'S, TORONTO.

This unit speaks for itself. It calls to the tennis enthusiast, and the golfer. It beckons the bowler who turns night into day whether daylight saving has come or not. The automobilist, the camper, the mid-city worker—all are attracted. And the clearly marked prices help to clinch sales after the attention is secured. A fine Summer trim this, indeed.

WEEKLY HALF HOLIDAY IN ONTARIO

Towns and Cities Where it is Being Observed—The List Grows From Year to Year — Merchants Closing Practically Wherever Possible—Early Closing in Many Centres Where No Half Holiday Exists—Information for the Traveler.

FOLLOWING is a list of Ontario towns where there is a weekly half holiday, or immediate prospect of one being observed this year. These replies show that as a whole Ontario merchants are as keen for the welfare of their clerks and selves, from a health point of view, as from that of business. The half holiday a week certainly enables employer and employee alike to perform allotted duties during working days all the more easily and to better advantage. Men's Wear Review would be glad to hear from merchants in any town not herein represented and where a half holiday is observed.

ALMONTE—No half holiday, but 6 p.m. daily closing from May till September.

AURORA—Wednesday p.m., June, July and August.

AMHERSTBURG—No half holiday, but six p.m. closing daily except Saturday.

BRANTFORD—Wednesday p.m., June, July and Aug.

BALLANTYNE and JACKSON—No half holiday; 6 p.m. closing, 3 days a week.

BALA—No half holiday. 7 p.m. closing four nights a week.

BELLEVILLE—Wednesday afternoon, June, July and August.

BOTHWELL—Wednesday p.m., June, July and Aug.

BONFIELD—No half holiday, Close 6 p.m. Monday, Wednesday and Friday, year round.

BRACEBRIDGE—Half day a week, June, July, August and September. Day not stated.

BROCKVILLE—Wednesday p.m., June, July and Aug.

BOWMANVILLE—Wednesday afternoon, June, July and August.

BLIND RIVER—Thursday afternoon, May, June, July and August.

CARLETON PLACE—No half holiday. Some dry-goods firms close at 5 p.m. in July and August, except Saturdays.

CHAPLEAU—Wednesday afternoon June and July up to September 15.

CHATHAM—Thursday afternoon, June, July and August.

CHELMSFORD—No half holiday, 6 p.m. closing Tuesday and Thursday.

COPPER CLIFF—No half holiday, stores close 6 p.m. with usual exeeptions.

CORNWALL—No half holiday, 6 p.m. closing daily, except Saturday, June, July and August.

DESERONTO—Expect to close Wednesday afternoon during July and August, early closing by by-law at 7 p.m. daily except Mondays and Saturdays.

DRYDEN—Thursday afternoon.

DUNNVILLE—Wednesday afternoon, June, July and August.

ELORA—Wednesday afternoon, June, July and August. Early closing at 6 p.m. year round, with usual exceptions.

ENGLEHART—No half holiday, 7 p.m. closing Mondays, Wednesdays and Fridays.

ESSEX—Thursday afternoon, June, July, August and September.

FOREST—Thursday afternoon, June, July and August.

FORT FRANCES—No half holiday. Early closing at 7 o'clock; Saturdays 10 p.m.

FORT WILLIAM—Wednesday afternoon, July and August.

GANANOQUE—Wednesday afternoon, June, July and August.

GALT—Thursday afternoon, June, July and August.

GRAVENHURST—No half holiday. Early closing not uniform.

GRAFTON—Wednesday afternoon, June, July and August.

GUELPH—Thursday afternoon, July and August. Grocery and some other stores during June as well.

HAILEYBURY—No half holiday.

HAMILTON—Grocers and jewelers, Wednesday afternoon and one dry goods store.

HANOVER—None.

HARRISTON—None.

HESPELER—Wednesday afternoon, June, July, August and September.

INGERSOLL—Wednesday afternoon, July and August.

KEARNEY—None.

KEEWATIN—Wednesday, June to September, inclusive.

KENORA—Wednesday afternoon, June, July and August.

KINCARDINE—None, except banks, barbers and printing offiees which close on Friday afternoon.

KINGSTON—Stores close at 5 p.m. during July and August.

KINGSVILLE—Thursday afternoon, June 1 to Sept. 1.

LEAMINGTON—Friday 12.30, May, June, July, August and September.

LINDSAY—Thursday afternoon, July and August.

LONDON—Wednesday afternoon May, June, July, August. Grocers and butchers also have half holiday in May.

MASSEY—None.

MATHESON—None.

MEAFORD—Thursday 12.30. May 15 to Sept. 15.

MITCHELL—None.

MT. FOREST—None.

NAPANEE—No decision yet. May be Wednesday afternoon during July and August.

NEWMARKET—Wednesday afternoon June, July and August.

NIAGARA FALLS, ONT—None.

NIAGARA-ON-THE-LAKE—None.

NORTH BAY—Wednesday afternoon June, July and August.

ORANGEVILLE—Wednesday afternoon July and August.

OSHAWA—Wednesday during June, July, August and half of September.

OTTAWA—Some on Saturday afternoon.

OWEN SOUND—Wednesday afternoon July and August.

PALMERSTON—None.

PARIS—Wednesday, July and August. Hardware merchants, tailors, men's wear, grocers, furniture, barbers also during May.

PARKHILL—None.

PARRY SOUND—None.

PERTH—None.

PRESTON—Dry goods, fancy stores, shoe stores, jewelry stores, Thursday afternoon during June, July, August and September. Hardware dealers do not observe.

PICTON—All business places close at 12 o'clock from June 1 to August 31 on Thursday afternoons.

POWASSAN—No half holiday observed. Five nights a week stores close at 6 p.m. Saturday night at 8 p.m.

PRESCOTT—Half holiday on Wednesday general except fruit and cigar stores for past two years. Nothing done as yet for this year. Stores close at 6 p.m. year round, except on Saturday.

PORT ARTHUR—Only dry goods stores close on half holiday during July to September. Day not stated.

PORT HOPE—Dry goods and grocers every Wednesday afternoon during June, July and August. Hardware stores do not close. Clerks will divide the holiday, taking different days.

SIMCOE—All stores close Thursday afternoon during June, July and August.

STIRLING—Wednesday afternoon, July and August.

ST. MARYS—Wednesday afternoon, June, July and August.

SIOUX-LOOKOUT—All stores close Thursday afternoon, May, June, July and August.

ST. THOMAS.—All stores close Wednesday 1 p.m. during July and August. Grocers close same day during May, June, July and August.

ST. CATHARINES—All stores. Wednesdays 12 p.m. during June, July, August. Hardware stores include September also. Butchers observe Wednesday afternoon throughout year.

STAYNER—No half holiday. All stores close at 6 p.m.

STRATHROY—All merchants. Wednesday afternoon. July, August and September.

SEAFORTH.—Dry goods stores only. Wednesday afternoon July and August.

SUDBURY—Not observed. The council is to be asked to pass a by-law for a weekly half-holiday—presumably Wednesday.

TILLSONBURG—Wednesday afternoon, June, July and August. Close 6.15 p.m. every night, except Saturday.

TILBURY—All stores, except implement men. June 15 to September 14. Day not stated. Close every evening at 6 p.m. with exception of Wednesdays and Saturdays.

THESSALON—Half holiday not observed. Stores close at 6 p.m. year round, except Saturday and evenings before public holidays.

TRENTON—All stores, Wednesday afternoon, June, July, August.

TROUT CREEK—Half holiday not observed. Close every evening at 6 p.m. except Saturday, 10 p.m.

TORONTO—Many grocers close Wednesday afternoon year round.

WALKERVILLE—Grocers and butchers, Thursday, June, July and August. Hardware stores do not observe.

WHITBY—Petition in circulation for Thursday afternoons during June, July and August. Expected to go into force June 8.

WIARTON—Not observed. Close 6 p.m. every evening except Saturday.

WINGHAM—All stores. Wednesday afternoon. July and August.

WEBBWOOD—Not observed.

WINDSOR—Grocers and butchers observe May to September. Some Wednesday afternoon and some Thursday. Hardware stores close at 6 p.m.

WATERLOO—All stores. Wednesday afternoon. June, July and August.

WOODSTOCK—Jewelers, dentists, butchers and barbers observe Thursday afternoon. Hardware stores do not observe. Latter close 6 p.m. every evening. Months not stated.

WEST TORONTO—Stores, generally, close Wednesday afternoon year round.

SELLING SCHEMES WORTH IMITATING

Methods by Which Dealers Are Winning Attention of Customers, Thus Building For Larger Prestige and Larger Future Sales.

A CERTAIN STORE THAT is large enough to sport a cashier, features in every ad. the announcement in a panel border and attractive style, some little fact in regard to the sale of postage stamps that is carried on by the store for the convenience of the public. It is stated that any number of men come in for a two cent stamp and once in the store are caught by the sight of some small article they discover the want of and presto! a sale is made. The innovation is based on the fact that in a city where no postal machines are in use it is a long walk to a post office.

A RECENT AD. OF R. J. TOOKE'S consists chiefly of an unusually good cut of a pair of capable looking hands engaged in the task of slipping the tie through the folds of a new collar—a service hint, nothing more—intimating to the reader customer that there is a correct way in which to introduce the tie to the collar. Each ad. is made distinctive in the same way by portraying some act of service in connection with a customer's trade.

BESIDE A SMART DISPLAY of military clothes an Eastern retailer has placed on a dummy a soiled and weather beaten khaki coat that has seen ten months' service in the land of war. It draws the passerby's attention and holds him in mute speculation, with the result that he cannot help but see the other articles in the window.

THE H. J. DE VILLERS SALES CO., OF MONTREAL, practises a "Serve Yourself" principle in the display of working men's gloves which are laid out in a long trough like attachment to the counter and which is sub-divided into compartments each one of which contains a different variety of glove each class having the price plainly marked from 15c to $2.00. This enables the customer to do what he usually is anxious to do in the case of a strictly utilitarian line, give a close inspection to the assortment.

While customers wait for other things they unconsciously drift over to handle an exposed line. This firm is about to try the experiment of a Serve Yourself sale that is to last a week and embrace every line in the store.

JESS APPLEGATH MAKES A SPECIALTY of pointing out to customers the ruinous effect of using whisk brooms or anything but cloth or felt swatches as hat brushes. In the case of Panamas, customers are further advised not to allow unreliable people to clean them as the use of a very small amount of acid means ruin for the hat. Soap and water at home is advised and all Greek hat cleaners adjured.

W. J. NORWICH OF 270 YONGE STREET, Toronto, has a method of boosting sales in collars which should commend itself to others in the trade. It has long been a difficulty with men's wear men to find a way by which they may sell collars in larger lots than two for a quarter, or 3 for 50 as the case may be. A great many men come in and ask for a collar and at the most buy 2 if they are two for a quarter or 3 if they are 3 for 50c.

Mr. Norwich, however, has found a way by which he can handle this problem and in the main make good. His method is very simple. When a customer comes in and asks for a collar he shows him a collar. The customer naturally asks the price and to this Mr. Norwich replies "8 for a dollar" or if in the case of a higher priced collar "5 for a dollar."

(Mr. Norwich, to get over the difficulty of the increased duty on higher priced collars coming from the States, sells the 3 for 50c collar now at 20c.)

The thing to note about this is that he does not say "2 for a quarter, or 20c each."

He does not, when he is asked the price of a collar, quote for one collar or two collars or three collars. He endeavors to sell collars in numbers and does not bother at all to mention even the price of one or two collars. He quotes the price in large lots.

"I have found this very effective," said Mr. Norwich, "a great many people pay the price that is asked them and they would just as soon buy 5 collars for a dollar as one collar at 20c. Of course there is a certain class, a customer who comes in for one collar, who will only buy one. On the other hand there is another class which is vacillating, which would just as soon buy a box of collars as buy one at a time. My business is to see that they buy a bunch. To this class, the uncertain class as to the number of collars they want, that I appeal by the quotation of price on several collars, and not on one or two.

"This has worked out splendidly," said Mr. Norwich, "and I have certainly increased the sale of my collars considerably during the last year, simply by adopting this process. I don't know how other men's wear men feel on this question but I have found this a paying resource. I believe it pays to assume that your customers have money to spend for large lots of articles rather than small. One may assume this at any rate, until told to the contrary."

ROD SANGSTER hooks up with the craze for colors by making fancy patterns of black and white socks placed alternately on the design.

RILEY HERN has inaugurated an unique idea in selling motorists clothes by displaying many articles of auto accessories in the window with the clothes, thus attracting added attention to them. This store has also developed a good system of obtaining selected mailing lists by going over the court house records of automobile license holders, and selecting the names of owners of high priced cars, especially for the chauffeurs' trade, and owners of all cars for general trade in motorists' clothes.

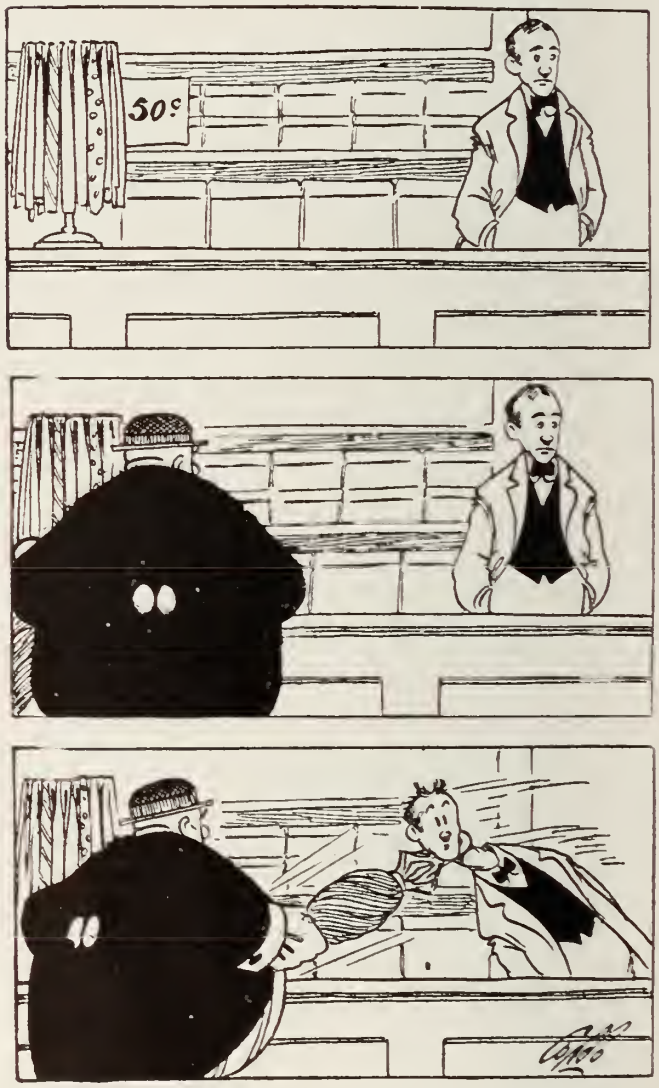
F. J. JACKMAN obtains selected lists of possible customers for boys' clothes by getting in touch with the register of various colleges and selecting the names of wealthy parents who have boys at school.

ALMY'S OF MONTREAL have one universal slogan throughout their store, "The customer is always right." This applies to all lines from boys' clothes to women's hats. No exception or argument is tolerated. It is merely a case of "Do you want the money refunded?" or "Do you wish to exchange the goods?"

RILEY HERN OF MONTREAL features on his newspaper and personal talks the slogan, "If a garment doesn't hold its shape, bring it back." He states that although some are brought back this liberal policy pays as it retains old customers who would otherwise be lost through dissatisfaction with the goods.

G. WALLACE of Guelph has found a cartoon service secured from New York of great value in drawing people to his windows. Once there, he counts upon showing them something which will create the desire to buy.

RIGHTLY DONE, SAY WE ALL



Have you sometimes been indifferent to your customer? No. Well you have seen those who are. You know they need beware the hook, though more often it is applied from within than from without.

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

MAX BEAUVAIS is strongly featuring crepe de chine ties in bows and four-in-hands and bat wings. This firm also shows a big range in plain colors in this line, as well as in foulards although the latter largely runs to spots and bandanas. The foulard bat wing with square ends is more or less of a novelty.

A four-in-hand Derby is all black or navy blue ground. three and a half inches wide and with small figured designs in bright colors and various shades running through the centre, is also meeting with good success although it is essentially a conservative style. Another Easter offering is a pure silk tie in a large dark colored leaf design on a solid ground of green, red, purple, etc. Mixed patterns are meeting with more attention, such as intricate inner designs of very broad stripes on a solid ground.

One store features a line of peau-de-soie silk with small fleur de lys running through it, and Rod Sangster has a window full of foulards of solid colors that are set off by series of large light-colored chain links.

Showing Higher Ranges

A noticeable feature of the trade in shirts is its increasing tendency toward a higher range of values. Stores that a few years ago looked upon a five dollar shirt as the limit of the customer's purse now carry fairly complete lines of ten dollar goods while their sales of three and a half and five dollar lines are legion. One very handsome $8.00 shirt that is shown is of crepe de chine silk, a white ground with sets of four narrow stripes, shades of purple alternating with pairs of cream colored stripes. Purple, mauve, tan, grey, blue and assorted shades are also shown in this range of values, as well as gay colored combinations of colors that would be unlikely to sell to a discerning trade in any inferior grade of goods.

Change in Khaki Lines

Khaki shirts continue to hold a chief place in shirt displays but the flannels of the winter are giving way to the soisettes that are bound to be in good demand with the arrival of milder weather. A surprising feature of this trade is the high level of price maintained as the bulk of this line offered in the better class stores runs from $2.50 to $4.50.

Soft Collars to the Fore

Collars show more conservatism than any other line in what is essentially, from the nature of things. a conservative season. The turn over cut away in both starched and soft collars is paramount in all stores. Although each novelty has its own particular following, practically all men seem to wear this style part of the time and some of them all of the time. The light weight two ply starched collars promise very well for Summer for that large class of men who wish to combine comfort with style. The soft collars in piques and plain zephyrs, and very largely in cutaways, is undoubtedly to maintain, if not exceed, the favor it has had in the past and the St. James and St. Catherine St. stores mostly speak highly in favor of it. One store carries a special line of these soft piques with a white satin stripe running through.

Pepper and Salt Socks

Socks are not greatly in evidence in Montreal windows, probably because of the great shortage in this line, perhaps the hardest hit of any as far as raw material of dyes and wool go. The black in particular are so hard to get that the pepper and salt are chiefly offered—and asked for as something different from the other extreme of pure white or the ultra conservative black. Grey silk and wool are features of most good selections seen.

A New Bath Slipper

Max Beauvais is carrying a bath slipper that is something new and that is making a good impression on his trade. It differs from the run of bath slippers in being high all round instead of being on the sandal order of construction, although it retains the essential requirements of being made from a non-soilable material. It comes in brown, grey and fawn colors, light weight and lined with a towelling of white, blue or mauve that is carried up and overlaps an inch of the upper outside of the slipper. This firm also shows a utility garment—a cross between a bath robe and a dressing gown—which is going well with men who care less for appearance alone than for appearance with comfort. It is of medium weight, can be used for both purposes, and is made of a combination material that is neither towelling nor wool stuff, and that sells from $8.00 to $15.00.

A new golfing sweater coat has appeared in an Angora with a turn-down collar instead of the roll. It is of very light weight and is replacing in some quarters the close knit Norfolk jacket of last year.

Hats, in their variety of light shades, are showing a greater variety of new effects than most lines.

In addition to the great variety of very light shades, one store is showing several hats with light-colored bands, in one case a white band with bright-colored individual designs on it. giving it a peacock effect.

Loud Japanese Crepes

Henry Mark's St. James St. store is showing a novelty line of shirts in Japanese crepe in many loud shades and checks which are said to be going extremely well in New York.

A negative feature of the shop windows in Montreal is the lack of straw hats in them. When asked about it one dealer said "The streets are walking advertisements for straw hats these days. Every man knows that every store carries a complete line and we figure our window can be used to better advantage on some other display for a man will go to his regular store for his straw hat anyhow. It is not as though we had to call people's attention to the fact that we carry the line. They know we do."

The windows exclusively of straws are few and far between; the bulk of them have a few straws mixed in with a general display and some have none at all. Applegath's window is a mixture; Tooke has a few in one window only and devotes most space to shirts and ties which continue to be shown in greatest abundance in all windows. The Fashion Craft windows are almost entirely filled in this way. Davids has one shirt and tie and one underwear window. Rod Sangster has a sock window in which the craze for stripes is cleverly played up by an alternate arrangement of whites and blacks which go to form a pattern of striking effect.

Jaeger has the most general window in town combining high-class lines of bright striped blazers, combination silk underwear, artificial silk bath robes, duck and serge trousers, etc.

Maclean, Montreal.

NOTHING IN BOX—EVERYTHING UNDER GLASS

New Store of E. R. Fisher, Ottawa, Will Be Among the Very Best in Canada—Offers Ideas for Others Who Are Contemplating Rearrangements More or Less Extensive

WHAT seems sure to be one of the finest men's wear establishments in Canada is now in process of reconstruction. It is expected that this store will be ready for customers about the middle of July, and then, those men, and women too, who have been dealing with E. R. Fisher at his old Sparks St. stand, Ottawa, will have an opportunity of seeing the great improvements made in his new store, situated further up Sparks St., towards the Chateau Laurier.

The whole idea of the store has been to offer greater convenience to the customers—to enable them to see more, and to enable them readily to get at what they may wish to inspect more closely.

So remarkably has this idea been carried out that practically everything in the store will be under glass and in plain view, and more goods will be kept on the main floor than was ever possible formerly.

An Assistance to Others

It is out of the question, of course, to show photographs of this store, as it is still in course of preparation. MEN'S WEAR REVIEW, however, realizes that a number of merchants are now planning re-arrangements in their own establishments, and to the end of assisting them, here reproduces the ground floor plans of Mr. Fisher's store, which at least show the steps taken to arrange the different departments to the best advantage, and which will make much clearer the preliminary description of this splendid Ottawa store.

Referring to the plans, it will be seen that two entrances have been constructed on the forty foot front, and that these have been arranged to leave fine room for window display. The sides and roof of the windows are of paneled oak, and the entrances themselves are to be constructed with paneled roof and with exceedingly attractive electrical fixtures.

Between the two windows considerable space is available. This is to be used as a collar stock room. At the left of the window, another space is noticed, which is utilized as an entrance to the busheling room; while at the extreme side is noticed the entrance to the next storey.

Ample Room

Inside the store, as the plan indicates, the customer will find ample room, for by reason of the nature of the fixtures and the size of the store—90 feet x 40 feet—there is not the least crowding.

At the front, indeed, more room perhaps is available than is necessary, but the intention is to utilize a part of this a little later on for one or two novelty lines which Mr. Fisher now has in view. In the meantime the splendid free space at the entrance is unquestionably a great attraction.

Turning to the left of the store there will be found two sections of new-way hat fixtures, which will be capable of holding 50 doz. hats, each one out of the box and on display. The doors of these fixtures, which of course, are of glass, when opened, disappear on the side of the case, and the hats swing out on a revolving interior action. It can readily be imagined, therefore, how quickly and satisfactorily a customer will be able to inspect the stock.

The Suit Department

Further along this left side are three men's suit cabinets, and directly across from them, on the left-hand side of the centre display block, are three more cabinets given over to men's suits. In the centre of the men's suit cabinets on the left, is marked a triplicate mirror with two fitting rooms in connection.

These six men's suit cabinets have a capacity of 1,400 suits, and are also "new way" cabinets with revolving interior fixtures enabling the goods to be swung out easily so that a customer may readily see which suit of the wide stock carried, is the most to his liking.

Further back on the left-hand side of the store plan will be noted three cabinets, and across from them three cabinets standing on the left of the central fixture. These are given over to the storing and display of overcoats. They also are equipped with interior action which enables swinging out to perfectly display the stock therein hung.

Down this left side of the store it will be noticed there are four display cases. It is the intention to use these for odd vest and odd pants. The trouser fixtures are 5 feet high, and through the glass top will show the goods arrayed in draw trays underneath. These draw trays, of course, enable every pair to be quickly pulled out and inspected.

Boys' Department Separate

On the right-hand side of the second central group of fixtures, are three new way cabinets, 5 feet 8 inches in height, built especially for the stocking and display of boys' clothing. They are built in this height for two reasons, first because they will thus contain two decks of suits, or 200 suits to the cabinet, and second to make a division between the boys' department and the men's department at the left of the store. Many women come with their sons to select their suits, and they appreciate the greatest possible privacy.

Directly at the back of the store will be noticed two cabinets, these are for boys' overcoats and are 5 feet high, having a capacity of 200 overcoats each. Just to the right of these in the corner, is a fitting room where necessary alterations may be marked, and where suits may be tried on.

In connection with the boys' department, commencing from the fitting room, at the extreme rear right-hand corner of the store, run six units for the display of more boys' clothing. These are all draw tray units, the door opening much like sectional bookcase door; and disappears in that manner. What clothing is on the tray inside, can therefore be quickly brought out, while the stock inside, can, of course, be seen through the glass doors even before the fixture is opened.

Not a Thing in the Box

In this boys' department will also be noted two tables, which are to be used as display cases for boys' sundries. These have a display top, which makes them practically silent salesmen, and underneath display drawers, much as in the six side units. Here there is absolutely nothing

carried in the box, indeed there is practically nothing carried in a box in the whole store with the exception of collars, and they are used in a new way fixture such as was shown in connection with the Scovil store, in the June issue of Men's Wear Review.

Coming from the boy's department forward, there will be noticed more cases along the right-hand wall.

The first two sections are intended for pyjamas, the next two for underwear, and four sections from here on for shirts. All these sections are to be on the unit plan—everything behind disappearing glass doors and the stock on trays which can be brought out readily enabling the closest scrutiny by the customer. The customer will have a good idea of what he wants by reason of his scrutiny through the glass doors, but many like to feel what they are about to buy.

At the extreme right at the front of the store, are sections given over to collars, such as have already been referred to.

The Furnishing Department

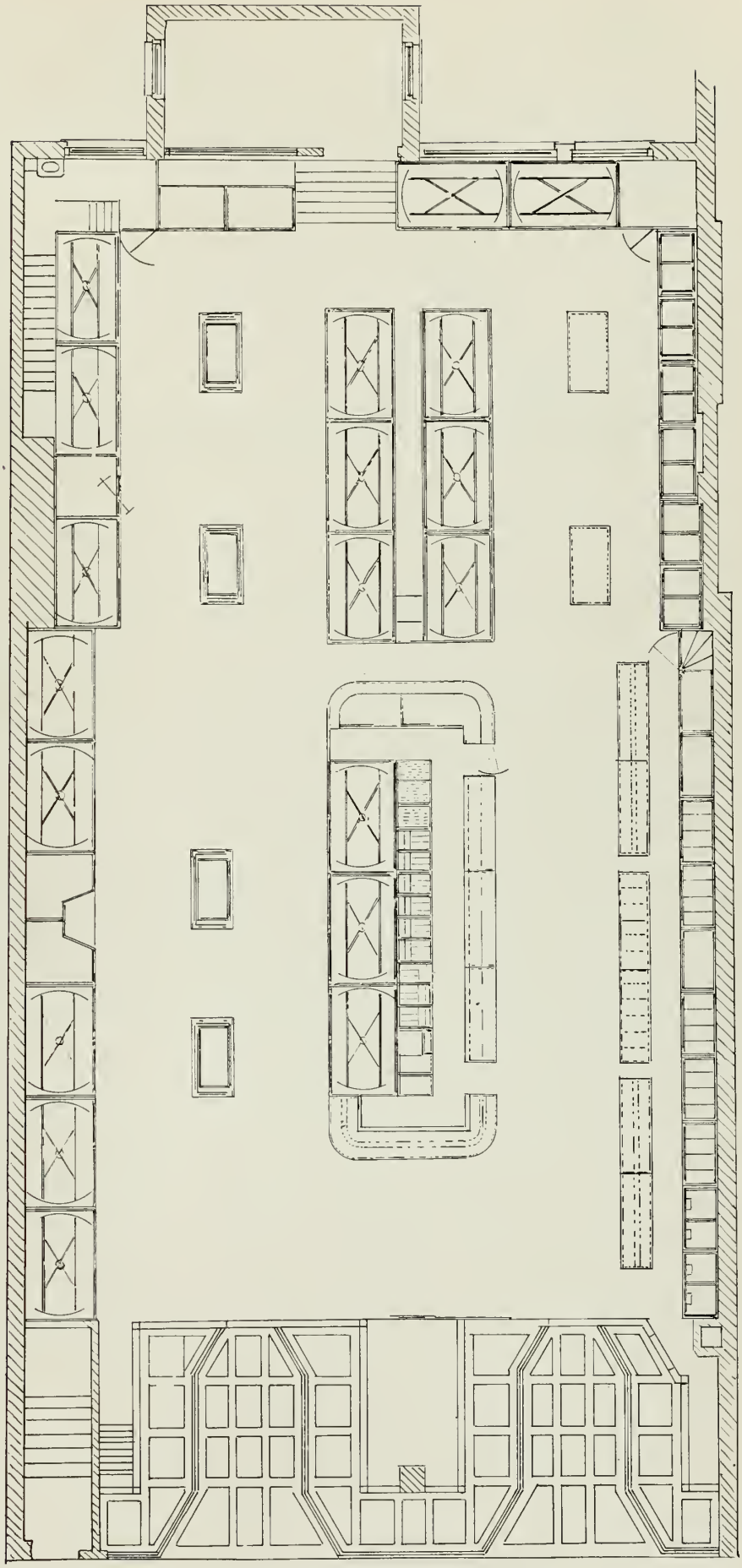
Again staring from the boys' department, which ends a little more than half way back on this right-hand side of the store, is to be noticed a row of silent salesmen along the right hand side, but well in front of the sectional wall cases.

Two of these nearest the boys' department, are to be used for general lines of pyjamas, sweaters, underwear, etc., and the four front sections for shirts. These, while having the display fronts, are equipped with three trays each, arranged in slanting style so that each is visible from the top of the case. These trays may be pulled out readily, and displayed to the customer. Thus, while every shirt is under glass, practically every shirt is visible, and can at least be gotten at without the least delay.

As one will enter this store, when complete, there will stand out in the centre, a showcase which practically completes an oval of showcases. This is only 50 inches in height and is intended for the display of belts, handkerchiefs, which will be arranged in glass fronted display drawers, and similar lines. Behind this case is one of the pillars which in this store, evidently will not in any way spoil the general appearance. They are all being mirrored, and will be attractive rather than unsightly.

The section in this oval to the right-hand side is to be devoted to neckwear. It is also glass fronted and has display drawers. Gloves will be shown

Continued on page 40.



Ground floor plan of E. R. Fisher's Store.

Gossip of the Trade

By C.W.B.

Are Khaki Contracts Being Shifted From Britain to United States, That British Mills May Work on the More Expensive Textiles?—Rumors That This is So.

THE vogue of khaki continues to grow as ever-growing armies demand, and it appears that anything in that color will sell well; shirts, braces, handkerchiefs, ties, etc.

More than the usual Fall trade is being done in many lines, and many manufacturers report an unprecedented business. One Montreal firm reports the biggest trade in thirty years for Fall business, based on the quantities of goods ordered and not on the amount of the bill, which, by reason of advanced prices, might easily exceed that of a larger trade volume of two years ago.

"Salesmen have become mere order-takers and price is no object," so says one manufacturer.

Undoubtedly the tables are reversed: the traveler is now the sought after party. It is the merchant who woos him.

The Tables Turned

Laughable stories of small revenges are heard on every side as the scores of half a score of years are evened up. Friendships and rivalries are receiving the test of war and some are snapping.

A glove manufacturer instances the case of a customer who asked the price of a certain small order. When informed of it he wrote back to say that if the price was not lowered he would take his business elsewhere.

On previous occasions this had worked; rather than lose his trade for the small difference allowed the manufacturer had been accustomed to allow this threatened tyrannical brow beating and had come to the customer's terms. All of which sometimes gave the latter—who was perhaps not a very big man—a magnified view of his own relative importance. But on this occasion the manufacturer had quoted prices as a favor, pure and simple, because the goods were almost out of the market and, the retailer was an old, if somewhat unsatisfactory customer.

So the remonstrance went unheeded and the price was firmly held. It was several weeks before the sadder and wiser customer came around again and asked this time if he might not have the original order. He was informed that it had been sold out completely and was offered a greatly inferior line at almost fifty per cent. advance. He took it.

Adjustment of Cloth Difficulties

An interesting report comes out of Britain and the States to the effect that British manufacturers have induced the Government in many cases to relieve them of their Government khaki contracts and place them in the States in order that the British mills, with their especially constructed machinery, might retain the cream of the trade in textiles and thus be working on 16s. a yd. cloth instead of 4s. a yd. khaki. This development promises to develop wheels within wheels and make what we had come to regard as a permanent war situation a variable one as the production on the one hand of Government stuff veers more and more to the States and of commercial textiles back to the British Isles.

Already there are surface indications of this resolution. An importer reports that he has lately been offered from several sources any reasonable quantity of black worsted and black cashmere hose that were already made up and awaiting shipment in England, an unprecedented condition for these times. So, although the new arrangements may only directly effect the textile industry, the backwash of it will be felt throughout all the associated industries.

Big Call For Summer Lines

Summer lines are going very well, especially in duck and flannel pants, sport shirts, and light-weight combination underwear. Whites in all lines and styles are becoming more prominent. Especially is this true of skirts. The lead comes from the States, where this tendency is very strong, but as our styles come from there we may confidently expect the tendency to rule here.

The scarcity of goods and the high price of them is now so general and so well-known that it is accepted as a commonplace of trade and requires no elaboration. Retailers of all classes of goods report that aside from the high prices ruling, people are showing an almost unhealthy desire to buy the higher-priced goods and too frequently the cheaper article is tossed aside, condemned by the reasonableness of its price.

What Shirts Are Moving?

Fancy woven shirtings in checks in both stiff and French cuffs are a recent importation from the States that is being tried out here by all branches of the trade. A double printed napped cloth printed over some light shade is also prominent. Silk shirts are taking hold more all the time, despite their cost, as are also the silk front bosom and cuffed shirts, with cotton backs, that supply the

(Continued on page 40)

HANDKERCHIEFS SCARCE, BUT RETAILERS WELL SUPPLIED

Have Been Laying in Stocks Since Last Winter—Causes of the Scarcity—Among Other Factors is the Need of Linen for Aeroplane Wings.

HAS the continual rainy weather resulted in influenza all over the Dominion?

If it were a little later in the season there might be entertained the thought that the nation has contracted hay fever.

Some such explanation seems necessary to account for the huge demand for handkerchiefs—a demand very much larger than has been experienced for sometime, and a demand which is far in excess of the supply.

Some months ago, Men's Wear Review dealt with the situation as regards handkerchiefs, explaining why certain lines were particularly hard to secure. Since that time the situation has become more acute, and outside of the impossible explanations cited above, there seems only one way to account for this state of affairs, namely, that merchants have been buying more than they really require, having probably been caught very short of the goods last Fall, and being determined that they will not be so caught again.

Things have settled themselves pretty well during the past twenty-three months, but many men's wear dealers will remember that when the war first broke—without any real warning—there was a general gasp. people wondered what was going to happen, and as was entirely proper the tendency was to stand pat. Nobody thought of deserting the ship, but no one thought of piling on more cargo.

Turning Stocks Into Money

Merchants for the time being practically discontinued buying, and for some months sold out of stock. Many had very large stocks at the time. They did not, as has been said, foresee the future—and for a time at least there was this reduction of stock going on. The whole idea, in the majority of cases, was to turn stock into money.

As a result many lines got scarce, and handkerchiefs among the number. Then, when orders for this line finally began to pile in upon the manufacturers and jobbers, it was found that their supply had already been cut off to a great extent, and handkerchiefs were exceedingly hard to secure. The result was natural. The merchants decided they would get all they could. In order to do this they placed large orders. They had formerly ordered from one house. They placed orders with two or three, and being satisfied that handkerchiefs would go still higher, have apparently been ordering for sometime more than they have been selling.

Yet this is not the entire explanation of the present scarcity. It does not seem that there has come an increase in the demand for handkerchiefs. It is all very well to be facetious on this subject—to say that a man only has one nose to blow and that it only takes one handkerchief to blow it—but this is not entirely true.

Where Demand Increased

To begin with there is such a thing as style in handkerchiefs as well as other things. In the past year has grown up the khaki style—a style which is entirely devoid of any foppishness. Many men who had good supplies of handkerchiefs suddenly took to a uniform, and for them a khaki handkerchief became desirable. Then, with the turning to so much drill and outside work, probably arose a greater need of handkerchiefs per capita than formerly.

But with all these explanations it still appears that the merchants have their shelves pretty well piled up with handkerchiefs at the present time. It appears, moreover, that big orders will be the regular thing until the necessary Christmas supply at least is assured.

And this Christmas supply is not going to be the easiest thing in the world to secure.

As formerly pointed out the output of linen handkerchiefs has been greatly interfered with. The flax, from which the linen is made, came quite largely from Belgium and there is no Belgium to-day so far as a producing country is concerned. All Belgium has now is a King, an army, and a name that will ring down the ages.

Government Needs Linen

As well as the supply of flax being greatly reduced, the men who have worked in the linen manufacturing have taken up arms. The plants are only running a fraction of the time, and the output in consequence is greatly reduced. Then there must be remembered this point—not generally known—that what output there is of linen is being largely controlled by the British Government. There has been a tremendous amount written about Kitchener's army, and its marvelous growth, but it must also be remembered that the co-operating branches of the service have grown almost as rapidly, and among these the aviation section.

Now aeroplanes are largely wings and machines. The wings are made of linen, and to ensure the supply necessary the Government has used supervision over the output of these linen factories.

Another interesting instance of the use of an army interfering with the regular supply of goods is that of Brettone Net. This has been used to a considerable extent to make helmets which will safeguard the Allies against the gas raids of the Germans. Also great quantities of this have been sent to Egypt and Salonica, where it is used by the forces to enable them to keep off the flies.

At the present time only a limited amount of this Bretonne Net is being made, and when so much of it is going for military purposes, no doubt it will be understood that the regular uses of this material have to be discontinued to a very large extent.

Embroidering Interfered With

With regard to linen handkerchiefs, the line which is so much in demand at the present, as in the past—the embroidered line—is going to be scarcer even than last year. This embroidering work, it will be remembered, is done largely by the Irish women in their own homes. But at the present time many of these women are working in factories, taking places of men who have gone to the front, and the occupation of embroidering has for the time being suffered a great curtailment.

Cotton handkerchiefs—the line which used to sell from 10c each to 3 for 50c—are also very scarce.

This is more due probably to the difficulty in getting the handkerchiefs made up than to the scarcity of the raw material, but that, of course, is also a factor. Then there is the interference with deliveries which makes the supply.

In short it seems that handkerchiefs are going to go somewhat higher in price, and be scarce. The only cheering feature is that many merchants appear to have laid in good stocks, and can very well afford to meet a big demand with little new stock coming in.

A WORD OF WARNING *re* EARLY CLOSING

Walkerville Merchant Advises Trying This Out, Before Signing Any Petition for Early Closing By-Law—His Location Seems to Render Early Closing Difficult —W. G. Hay Writes on Trade Marks.

"I MUST say we are experiencing early closing in this town at the present time with dissatisfaction. I am talking from the standpoint of an exclusive men's wear store carrying a stock of about say $5,000 to $7,000, and employing one clerk and the proprietor.

"I say early closing will drive trade away to departmental stores and larger cities. Your best customer, remember, is the working man. Well he goes to work in the morning, say at 8, and stays at work until 5 or 6 in the evening. During the day you only get a few transient customers. Suppose your store closes at 6.30 or 7 p.m., what chance has that working man to get to your store and do his shopping? None at all. Saturday is the only time, and by Saturday he might take some of the large departmental store catalogues, and at prices which sometimes the local dealer cannot compete with, secure his wants.

"In our position the man does not wait until Saturday. He goes across the river to Detroit and gets all he wants at any time. The result is the man with the stock suffers.

"In men's wear stores you must carry style as well as quality. Suppose you buy a stock of hats or shirts and by closing early your trade drops off or does not increase? A month or so after another style of hats or shirts are on the market and you dare not stock them; or if you do then your stock is accumulating on you. Then will come a chapter of troubles. Too much stock, not enough customers; trouble with the stock and trouble with the drafts at the bank.

"Mr. Merchant, Mr. Buyer will deal where they get the best goods and best accommodation for their money. I do not believe in keeping open all night—say 8 o'clock is reasonable on both sides. If you or your clerk want a few hours, take it during the day while your customers are at work and be there in the evening to take the money and dish out your goods. If any one doubts my word, I advise them, if they think early closing is a good thing, try it out of your own accord, say for three months. Do not bind yourself to a by-law, for if you do you will find it easy to sign the petition for such by-law, but very hard to pull from it. Do not let me influence you. They say experience is the best teacher."

O. W. RIBERDY,
Riberdy Bros., Walkerville.

June 6th, 1916.

Friend Rutledge,—

"I have just been enjoying the 'Feast of Wisdom and Flow of Soul,' furnished by your article on the selling value of trade marks.

"As a topic for argument this subject has been featured, I think, about as much as the fish story in which Jonah proved so indigestible.

"Education is largely a matter of geography. The 'rube' in the city is uneducated and the college professor, when given a cow, a milk stool and a pail, is an ignoramus in the nth degree.

"Just so with the merchant who can profit by having his own name or that of the manufacturer affixed to the article for sale. A well-known merchant in a small town (taking for granted that he is favorably known), might better have his own name displayed than that of the manufacturer, for the very simple reason that his name means more to those who buy from him than a name they see but seldom.

"But on the other hand the merchant doing business in a larger centre, where national advertising is ever before the eyes of his customer, has an altogether different problem. In proportion to the size of the puddle he finds himself in he is a much smaller frog than the merchant referred to who profits by having his name on each article he sells.

"Friend Orr, of Regina, thinks clearly. The national advertiser DOES educate the public to the point of asking for his product, and if the margin of profit we make on his line is slightly less than we make on the unadvertised line, we are merely paying a very small proportion of the "educating expenses." To educate the public to a recognition of our name and the value of it attached to every article we sell, as against the nationally advertised article sold by our competitor, would cost us infinitely more.

"Getting away from the argumentative, suppose we draw an analogy: If two friends meet and a third is introduced, who has been a stranger to one of the first two, there is a certain amount of restraint and sounding for a keynote of interest to the three. If, on the other hand, three friends meet who need no introductions, they are immediately 'en rapport.'

"If a man meets an article of merchandise in a street car ad. or a newspaper ad. or any other good ad., and again meets that article in my store, there is an immediate bond of sympathy created that would probably never be felt otherwise. And incidentally this is worth a lot of good Canadian dollars to me."

Sincerely,
W. G. HAY.

SILK COVERED BUTTONS

Buttons of washable silk on a zinc foundation are now becoming a feature of the trade in women's and children's clothes and may well spread to the fancier of the men's lines. The buttons are offered in all sizes, designs and colors, with a favoring of the solid white on which are worked fancy flower, bird, stripe and patriotic designs.

OPENING NEW FACTORY

Another factory is being opened by the Jackson Mfg. Co., manufacturers of boys' clothing. In addition to the head office in Clinton, and the branch factories in Goderich and Exeter, Lyon brand clothing is now to be manufactured in Seaforth. One of the reasons which is behind this enlargement is the difficulty of getting labor at the present time.

TRADES UNION WINS IN LONDON

Tenders for the firemen's uniforms have caused much discussion in London, Ont., as the lowest was from a firm which could not furnish the union label. The issue was decided Monday night in favor of the Trades Unionists, when the City Council decided to call for new tenders, specifying the label.

A NEW APPEAL TO AUTO OWNERS

From an Authorized Interview With T. J. MacDonald, Manager of Riley Hern's, Montreal.

Use of Automobile Accessories such as horns, chains, tires, draws attention to window and emphasizes the fact that clothing needed by automobilists is to be secured at this store.

THE window shown above was decided upon as a way of developing new interest in motorists' clothes, a line which the Riley-Hern store has carried for some time but has never featured quite so strongly before.

"We always content ourselves," said Mr. MacDonald to Men's Wear Review, "with a display of the articles we actually have for sale, while in this window are a large number of articles which, although associated with the use of the goods we sell, can only be secured in a hardware store or a garage.

"These articles are gladly supplied by the manufacturers free of charge, who realize they benefit from the use made of them.

"We show here a tire as the central display figure of the display against a background of a motor rug.

"Chauffeur's uniforms, dusters, goggles, gauntlets and caps are shown with repair outfits, rubber and leather sundries, tool kit and tools, and anti-skid chains.

"The window has been in two days and has brought us numerous direct enquiries. One old customer remarked that he had not known that we carried this line at all. The fact of the matter is he must have seen a score of motorists' displays, but being so much like others, he failed to notice them. But this one shook him up. It is the unusual appearance of hardware in a men's wear store that does the trick.

"Of a line of twenty-five complete chauffeur's outfits taken into stock ten days ago, only three are left. They sell faster than the made-to-order suits that we had previously concentrated on, appealing to a wider public and having all the advantages a ready-made garment has in being suitable for lavish displays.

"Dusters are a line that go well to even the owners of a humble Ford. They go like hot cakes for as much as $18 or $20 a garment and are not subject to the style variations of some garments.

"Much new trade has developed from selected lists of car owners secured through the assistance of court house employees who have records of all license holders. The details of the license enable us to classify the names according to the value of the car owned by each, and so we can approach each owner with something he particularly needs. A Ford owner is not likely to need a chauffeur's outfit, but the owner of an imported car very likely wants this and all the other luxuries.

"To the best names in the list is mailed a special booklet that describes the whole range of uniforms and suits for servants. A letter follows it up, pointing out that if the booklet was passed over, or thrown in the waste paper basket, the customer has deprived himself of some special buying knowledge. The booklet has been in use for four years and has proved itself a most valuable agent for developing interest on the part of those to whom it is sent.

"The lists which enable the sending out of this booklet, letters and circulars are, we consider, very valuable. They enable us to reach the people who have the most money to spend, and who feel the greatest number of needs."

ACCEPTS MILITARY POSITION

E. P. Hayman has accepted a position as inspector in the department of militia and defence at Ottawa. Mr. Hayman has been for the past four years manager of the local factory of the Greene-Swift, Limited, London. He came here from England, where his father, S. E. Hayman, conducts a large army contracting business, and it was while engaged with his father that he gained his first experience as a military outfitter.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

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GOOD CREDIT IS KING

"MARK well our prediction. The day of higher prices is only just dawning."

Such is the announcement of one of the big clothing houses of Canada. It is an announcement backed by many good reasons, yet in spite of all this Men's Wear Review would state once more that the coming months will see Good Credit King. It will be better to be short of stock than to have a heavy stock which has so exhausted a dealer's resources that he is unable to make prompt settlement of all his bills.

Wholesalers and manufacturers will undoubtedly make every effort to protect their good customer, but they must number as their good customers those who pay promptly for what they buy, whether these quantities be large or small.

CO-ORDINATION

THE war offers the greatest illustration ever known of the value of co-operation and co-ordination. It has given those words a new meaning in their application to human effort, whether it be in hooking up the civil and military departments of a group of allies, or the various departments of a furnishing store.

Of what use is a smashing good window if the sales force is asleep at the switch?

Of what use is expensive advertising if the quality of the goods handled is inferior?

In each case one department nullifies the efforts of the other. There is no hitting the collar together at the crack of the driver's whip as the units of a good team do.

That is one lesson of the war—the value of nicely balanced effort to ensure the maximum of result.

SERVICE

THERE is no doubt that the best advertisement of any man in any business is service; by which is meant honesty of service rather than multiplicity of it. If the buyer of a hat wants the men's wear store to deliver a sack of sugar for him at the same time, well and good—it can be done but need not be encouraged. That is multiplicity of service. But honesty of service implies something totally different. It implies giving real value, speaking straight and looking out for the customer first, last and all the time. It implies placing the good-will of years as of more importance than a day's turn over, undoubtedly it is hard, nevertheless it is wise to sacrifice a sale rather than poorly sell. The merchant who does not recognize this broad truth has built his business on a flimsy foundation, his customers are always changing, he must spend his quick profits in advertising for new customers—there is no stability to his business. Consider the other side of the picture—each satisfied customer a walking advertisement.

CLOTHING THE RETURNED SOLDIER

THE clothing of the returned soldiers when peace breaks out is a task the certain prospect of which needs to be borne in mind by every individual connected with the clothing trade. Trade is kaleidoscopic to-day in its quick changes, and chameleon like in its ability to conform to the unnatural conditions—conditions made to-day and upset to-morrow by some new twist of war.

This return of the soldiers will assuredly be one of the great trade opportunities of the future. Changes other than those so far experienced will occur before the war ends but none will so greatly affect us as that one that brings peace and an army of men to re-clothe. However far off it may be every purchase now made and every development now planned must be contingent upon this one great change that someday will come.

A LITTLE missionary work by the men's wear merchants of the country will slowly remove such profanations of the Sabbath serenity.

THE trade of one old customer is the dividend return on the original investment of advertising, follow-up and fair and courteous treatment.

UNDOUBTEDLY the men's wear dealers have a real mission in life, as a church crowd in Toronto the good will show. An usher in frock coat and red tie, not to mention yellow boots, is a sad sight.

ANOTHER unusual blending of raiment was recently seen in the Royal Alexandra Hotel, Winnipeg, to wit a four-in-hand tie with full evening dress—and yet some insist that capital punishment should be abolished.

IT IS an invaluable asset for any merchant to know all about the goods he handles. He should know why the goods he carries are better than other makes. He should have some knowledge of the manufacture of the goods. If a man under these conditions asks for inferior or cheaper lines one can without offence convince him why it pays to buy the best.

A Splendid Opportunity in France

Chances for Canadian Manufacturers and Merchants Will Develop After the War.

THE following letter has been received from C. A. Chouillou, of C. A. Chouillou & Cie, of Paris, France. M. Chouillou was in Montreal some years ago and so has an intimate knowledge of trade conditions in Canada, so that his criticisms and suggestions should have double weight.

Considering that over 20 millions of inhabitants only in France and Belgium have had their cities, properties, buildings and homes destroyed systematically by the enemies, it will be necessary to proceed to the reconstruction and the reorganization of the towns, factories, homes.

It is evident there will be for the up-to-date merchant and manufacturer an exceptional opportunity to find new markets for their goods and wares.

In view of securing not only present but future business the Canadians will have to modify their ways of doing business and to comply a little more than they have so far to the tastes and customs of their new buyers.

At present, Canadians are taking advantage of the situation selling their goods at high prices F.O.B. shipping points and asking payment cash by irrevocable banker's credit against bills of lading when they do not ask payment in advance of shipment.

This may be well and good as long as the war will last, but it will not last forever; and it might be wise to consider the question of business after the war, which is in our mind the most interesting to cater for.

What will be the goods most wanted after the war for the reconstruction of the devastated countries, and which may lead to a considerable amount of business?

> In the first place, portable houses of all descriptions for the reconstruction of homes, schools, churches, farm buildings, barns, chicken houses, etc.
>
> Roofing material of all description, metal, paper, asbestos, railway material and supplies, ties, rolling stock, locomotives; office furniture, house furniture, especially dining and bed room heating and kitchen stoves, kitchen utensils; hardware and anything metal will be required; labor-saving machinery and hand tools of all descriptions for carpenters, metal workers; road machinery; agricultural implements, tractors; All kinds of machinery for the cotton and woollen industries; canned meats, vegetables, lobsters, salmon, etc.
>
> The Canadian exporter must be willing to sacrifice something and make a certain effort to get his share of that new business.

The Canadian exporter must be willing to sacrifice something and make a certain effort to get his share of that new business.

He must, for instance, sample his goods freely, send travellers speaking the language of the country or appoint local agents to show and advertise same.

Many Canadian firms are willing to confer their agencies, but nine times out of ten they want the agent to buy the samples necessary to do business.

Naturally, very few agents accept, as they do not want to crowd their rooms with samples, which may be eventually of no value or upon which they would lose heavily; thus, eating part of their commissions, which are the only remuneration for their work.

Canadians, who are as a rule flush with their selling s aff at home, are on the contrary mean and stingy with their representatives abroad. This would lead to the impression that they do not care much for export business unless they can secure it without any trouble or sacrifice or in view to relieve the home market of a surplus production.

A great number of firms—and this is due to the ignorance or neglect of their mail department—post their letters with a 2- instead of a 5-cent postage stamp, causing to the receiver an expense for insufficient postage.

Through lack of knowledge of foreign languages Canadians have in the past used German agents almost entirely in Europe, and those agents, according to their custom, have been taking advantage of this state of affairs to favor competing German industries to the detriment of Canadian trade.

If it is wanted to do business with France, let it be understood that it must be through our own men or through French travellers or representatives well conversant with French and Canadian methods and customs.

Canadian firms are also inclined on account of the language to give the control of the sale of their goods for Europe to an English firm.

It is in our mind a mistake to have a "Sole" European representative to take care of your business interests all over Europe. Languages, economical conditions and customs are so different between countries in Europe that it is impossible for an English agent for instance to look after your interests in Spain or Greece, as it would be for a French representative to take care of your business in Holland or Sweden.

If you care to do business in the different countries of Europe have a "Sole" representative in each of them and keep in direct touch with him.

The information you will get concerning the requirements and needs will be far more accurate and reliable than if they come through a third party unfamiliar with the trade of that country and customers.

Those remarks can equally be applied to European firms which give their sole agencies to American firms in New York, ignoring, it seems, absolutely, the importance of Canada, and therefore the necessity of an independent and direct Canadian agency.

The commercial and political interests are so different in the two countries, although close neighbors, that an American agent cannot work satisfactorily our Canadian market.

It is to be hoped that Canadian firms will change their ways and deal in the future direct with France for the greater benefit of all concerned.

CLOTH BECOMING SCARCER--DELIVERIES SLOW

In Color Suits Seem Sure to be Lighter—Merchants Making Own Requests re Styles.

"WE ARE glad to accept anything offered us." In those words a leading manufacturer summed up the present scarcity of material for suits. Continuing he said: "Serges are particularly hard to get. "The older the goods the better, for we know that if it is old it is o.k. while goods of this year's weaving are more or less of a guess. And at that we are in the position of people seeking favors. If we don't take what is offered some one else will and it has got so now that we have to make the most of the cloth offered us, we can't improve on it elsewhere."

Opinions on clothes and clothes styles like everything else in these days are in a liquid and confused state, with contradictory opinions rife, and few apparent definite trends in any direction except in colors . Suits will, undoubtedly be lighter.

Things are too unsettled for anything but this feeling to exist, and until peace comes, and enables manufacturers to take stock of themselves and their public, this lack of clarity in ideas may be expected. As violently as one section of the public differs from another about the war so do they about clothes. There is only one exception to this fact: The prevailing and ever-growing strong trend of style to the American school. There is no mistaking that. It was evident before the war, but since, with the increased relative importance of the American market, this tendency has become overwhelming. Although they reach us much later, a glance at New York fashions accurately determines those that will rule here a year afterward and New York fashions as never before are evolved in New York, out of American needs, based on climatic conditions and national temperament which are, of course, to a considerable extent duplicated in Canada.

Previous to the war the Americans worked largely on English models, adapting them to their own needs. But this has all changed. Probably the most striking instance of this is the variety in which the Norfolk jacket is made up here to-day. Originally a purely English shooting coat it has become with us an article of every day wear, used for the greatest variety of suits imaginable! Only the character of the dress suit enables it to escape the influence.

The vogue of the simple pleated back, on coat with belt in back, for all ages from the cradle to the grave, is the most powerful single illustration of this omnipotence of the United States style.

The wide diversity of opinion about coming models is best illustrated by citing the views of two manufacturers, one of whom says that styles have run their course, have become exhausted, that there is nothing new left to interest the sated public with, and that we will see a return to greater conservatism in clothes. The other says that we have not by any means exhausted the possibilities of novelties, and that the public has just begun to discover them and are eager for more; that the day of conservative clothes has passed. This man points to the present tendency in New York for closer and more tight-fitting clothes than ever before. He tells of bringing out a stock of English garments, made of the best material after English designs. They were a dead loss on this market. Absolutely none were sold. That was last year. This year they bought the cloth and made it up themselves after their own designs, which, of course, were patterned after American styles. They sold 50,000 suits. In this connection this manufacturer, who deals in both children's and men's suits, says that the war has made absolutely no difference of an unfavorable nature to them. They have had, this season, the biggest specialty business of the last few years.

A striking evidence of the trend of the times is the experience of another firm which states that their customer repeatedly sends in curt requests for suits or coats to be made up "like this," enclosing at the same time an ad. torn from some magazine or trade paper, showing a cut of some garment. This same firm does a larger business in suits from $28 to $50 than below the first named figure. People all being ready to pay more for suits.

The dearth of material perhaps is responsible for some economies in cutting, such as in the case of the lapel which tends to become narrower again, in some cases indeed the lapel is almost disappearing. Pique lapels are the vogue for next season and the reign of patch pockets and unlined or half lined coats has already set in, and promises to be universal for next year. Hook back vents are also very popular and are shown in a great variety of styles of coats. Two-button sacks are greatly in evidence. as are also half cuffs, slanting patch buttoned pockets, but more conservative dressers still cling to the three-button coat.

The double-breasted sack is making a bid for popularity but the material shortage may be expected to influence this tendency unfavorably.

Some leading and far seeing designers prophesy looser clothes in direct contradiction to the present penchant for close-fitting. They state that the clothes will fit the form but will avoid the extreme styles that have been so prevalent. For business suits a full peaked lapel is possible and even trousers without cuffs, although some authorities deride this opinion and hold that a universal use of trouser cuffs has become a permanent fixture. Certainly all models shown or projected include them, of 1½ inch turn up for the most part. Medium fitting trouser over

Continued on page 39.

WINDOW, ADS. AND CIRCULARS COMBINE
DRIVE ON THREE FRONTS BRINGS BUSINESS
THE PERSONAL TOUCH PROVES OF VALUE

EXCEEDINGLY effective was the recent campaign for clothing sales conducted by Begg & Shannon, of Hamilton.

In a number of ways this drive for business was unique.

To begin with, the residents of Hamilton, and the beautiful surrounding country, were advised of the good values being offered in a number of ways.

First, in the daily paper which they read they found the announcement of the sale—the invitation to dress up.

Then in passing the Begg & Shannon store on James St. North, the window, reproduced herewith, fairly demanded attention. That window looks exceedingly attractive as here reproduced, but with the color scheme showing up properly, readers will be able to visualize how exceedingly attractive it would be to any man contemplating the purchase of some new clothing.

A Circular Campaign

In addition to the appeal through the daily papers and by the store window, circulars dealing with the lines being offered, were sent out to the regular list which the store has established—a list of past customers and others whom it is felt, should be dealing at this store.

No wonder sales resulted.

But in addition to this concerted action—action such as we have all hoped will come in the great European war, with the Allies on three sides combining to batter down their enemies—a unique touch was given the whole selling campaign by means of photography.

Some little time ago there was in Montreal a restaurant, which showed prominently the following slogan: "Mr. Blank (the proprietor's name), eats at his own restaurant." Now the Mr. Blank in question was an exceedingly jovial, robust, almost portly individual, and the inference, of course, was that he had acquired his joviality and rotundity by eating there, which indicated it to be a pretty fair place for others.

Horse Sense Here

There is a certain amount of humor in that slogan, a certain amount of good horse sense also—and practically all the horse sense of it is brought out by the unique scheme adopted by Begg & Shannon. Their scheme was none other than to have their leading clothing salesman photographed wearing certain of the lines for sale in the store. From these photographs cuts were made, with which the advertising in the daily papers was illustrated. Also these cuts were used in connection with the circulars; and in the windows enlargements of these photographs

MONTHLY WINDOW TRIMMING PRIZE GOES TO HAMILTON MAN

To Mr. Keeler, of the old firm of Begg & Shannon, Hamilton, goes the June Window Trimming Prize. His was a selling trim, made to combine with other selling forces to boom clothing business. The window was a success. It had the punch.

Send us some more of your trims, reader. And with them send a full description. Enter these trims in Men's Wear Review's Monthly Window Trimming Prize.

You know the conditions—Any good selling window is eligible for the $5 prize. The successful man also receives $1.50 to cover cost of photograph, as do other contestants whose photos are kept.

showed the clothes as they actually appeared on a man who sold them, and who had the belief in them to want to wear them.

This placing the photographs in the window was an exceedingly wise move. At once it established a connection between that window trim and the advertising seen in the daily paper. The casual passerby might have not recognized that both were dealing with the same class of clothing had not this photograph, which he had seen in the paper, looked at him from this window trim.

Herbert Keeler, who trimmed this window for Begg & Shannon, has this to say of the whole selling plan and of the trim.

"The salesman wore one of our stock suits, hats, cane and gloves, also the shoes for sale here. In another photograph he was shown with these goods on, and the addition of a Spring top coat.

Description of the Clothes

"As the photographs were sent out to our list of probable purchasers, they appeared with a description of the picture, explaining the fabric, the cut, the cost of the suit and coat worn, and giving other information of this character. In the circulars—in the daily papers—and in the big display cards as they appeared in the windows, the point was emphasized that this was the way these suits actually looked—that they were shown by photograph and not by any drawing in which defects might be hidden.

"Dealing with the window trim itself, Mr. Keeler points out that the suits were all displayed on forms, every suit was pressed and collar and tie were used to complete the the life-like appearance. This instead of the method sometimes used of just puffing out the neck. Puffing was used in this trim, of course, the top of the collars in each case being puffed out with pink colored satin.

Had Spring Appearance

Throughout the window, as will be seen in this illustration, apple-blossoms and vines were used to give color, and the desired Spring appearance. To achieve the same desired end, pink and green squares of wood fibre matting were used on the polished oak floor, while green plush was wound around the pedestals and arranged across the floor.

Around the window were set shoes, hats, canes, gloves, belts, ties, collars and shirts. Many of these lines were displayed on the Decker, a plain oak background with mirrors on either end.

There was no great expense entailed in this trim. The flowers were practically the only thing new.

"Not only this trim, but the whole selling plan was admirable and merits careful consideration, not only by other window trimmers, but by merchants who are exerting every effort to keep their business upon a growingly profitable basis.

THE PATENT ACT UNDER WAR CONDITIONS AN EXPLANATION FOR MANUFACTURERS

NO doubt many manufacturers have found it to be to their advantage to import goods into Canada covered by Canadian Patents, and they will be willing to do this if they are aware of the fact that the Government through The War Measures Act, 1914, has made provision whereby, under certain conditions, Section 38 of the Patent Act will be in effect suspended, in certain specific cases.

We print below a copy of the latest Amendment of The War Measures Act, 1914, and would direct the careful attention of our readers thereto.

We are indebted to Mr. Egerton R. Case, Chartered Patent Agent, Temple Building, Toronto, for an explanation of Section 10 herein mentioned. Mr. Case informs us that any petitions lodged under said section must show that through circumstances arising from the present state of war, the Patentee is prevented from manufacturing under his patent and that it is in the interest of the public that the patented invention be permitted to be imported into Canada.

It cannot be doubted, that in some cases, manufacturers of patented articles in Canada may find that they cannot secure here the necessary materials from which their patented articles are wholly or in part manufactured; or it may be that in such cases, while the material may be secured in Canada the price has risen to be prohibitive. The said section is well designed to relieve holders of Canadian Patents of embarrassment, in respect of their obligations, to consumers in Canada, arising from present war conditions.

ORDER IN COUNCIL

At the Government House at Ottawa. Monday, the 14th of February, 1916.

Present: HIS ROYAL HIGHNESS THE GOVERNOR-GENERAL IN COUNCIL.

His Royal Highness the Governor-General in Council is pleased to order that the Orders and Regulations respecting Patents of Invention of date the 2nd October, 1914, made under and in virtue of the authority conferred by The War Measures Act, 1914, shall be and the same are hereby amended as follows:—

1. That Section 5 of said Orders and Regulations be amended by adding thereto "and shall be valid notwithstanding any previous extension or extensions granted either under authority of The Patent Act or these Orders and Regulations."

2. That the following section be added:—

"10. In any case in which through circumstances arising from the present state of war, the Commissioner may deem it expedient, he may order that during the continuance of the war and for six months thereafter, neither the failure to construct or manufacture in Canada any patented invention nor the importation of such invention into Canada shall in any way affect the validity of the patent granted in respect of such invention, notwithstanding anything in The Patent Act or in such patent."

(Sgd.) RODOLPHE BOUDREAU.

Anderson and Walker, tailors, Fredericton, N.B., have dissolved partnership, W. L. Anderson continuing.

J. F. Moore has just opened a new clothing and furnishing store at 507 Dundas St., Woodstock, just east of the Post Office. The building has been entirely remodelled and laid out in the style of the modern store for this line of business; the door in the centre of two roomy display windows, attractively done in quartered oak. Inside the store are silent salesman showcases, displaying to good advantage the newest styles in furnishings.

The Moore store's intention is to specialize in tailored-to-order clothing, also ready-to-wear lines of best quality.

SELLING BOYS' CLOTHING AT MEN'S PRICES

List of Well-to-do Mothers is Used to Achieve Desired Result — Personal Letters and Monthly Circulars Sent Out—Astonishing Purchases Made, Some Approaching $200.00.

An authorized interview with F. J. Jackman, Montreal.

"I DON'T know how he does it," said the manufacturer, "the nicest boys' clothes business in town. You never see any one in the store. He's always taking it easy at his desk.

"He sells boys' clothes at bigger prices than most merchants get for men's lines, $20.00 right along: I don't know how he does it."

Well Mr. Manufacturer, here's the explanation. It will interest many retailers.

An authorized interview with F. J. Jackman, Montreal.

A VISITING merchant from another city was in here a few days ago comparing notes. He has a boys' clothing store in a town of 30,000 people. This city has three-quarters of a million.

We were discussing mackintoshes, of which I have only one line, the best, and carry a complete range of sizes in it. It developed that he carried five lines but was naturally unable to stock heavily in each, with the result that he was frequently unable to meet the requests of customers for certain sizes in a particular quality. That of course cannot happen when a merchant concentrates on one or two lines.

The same thing developed in serges. This merchant carries five lines while we only carry two, in spite of the difference in population in our favor. And in both cases he complains bitterly that he hasn't enough—the customer wants even greater variety.

Curiously enough the reverse is true in our case. Unhampered by the necessity of making a selection, since this has already been made by ourselves, who are trained to it, the customer we find contentedly accepts what is offered. The element of doubt is lacking.

STYLES IN BOYS' YOUTHS' AND YOUNG MENS' SUITS.
SPRING 1916
32 to 38 Chest
Young Men's First Long Pants Suits
Navy Blue Vicuna $21.00
Navy Irish Serge $21.00
Light Grey Tweed $17.00 up.
Mid Grey Scotch Tweed $21.00
Grey Worsted $20. and $21.00
Grey Homespun $16.00 and $17.50
Regulation English Eton Suits $18.00 up.
English Muddy Suits as illustration
Navy Cheviot $9.00 up
White Drill $4.75 up.
Black Silk Scarfs 75c.
Boys' Double Breasted Bloomer Suits.
Dark Grey Homespun $11.00 up
Brown Homespun $10.50 up.
Grey Worsted $14.50 up
Grey Flannel $13.00 up.
Blue Vicuna $15.00 up
Irish Serge $12.50 up
English Sailor Suits as illustration
Navy Twill Serge $ up
Navy Twill Serge as illustration only with Long Trousers $9.00 up
White Drill as illustration with long trousers up.
Boys' Norfolk Suits.
Navy Irish Serge $13.50 up.
Dark Grey Worsted $15.00
Navy Vicuna $14.00 up.
Drab Corduroy $11.00
Homespun $12.50
Grey Flannel $13.00 up.
Grey Tweed $10.50 up
J. J. Jackman
GUY BLOCK
TELEPHONE UPTOWN 4009
BOYS CLOTHING SPECIALIST
727 St. Catherine St. West. MONTREAL.

One of the 5,000 monthly circulars of F. J. Jackman showing high range of values quoted. Only the best quality of highly-finished paper is used.

$1.50 Boys' Stockings

We carry a boy's golf stocking here that sells well year after year to the same people. We carry no others. If we did we would be unable to satisfy customers. The mother would want this variety with the red thread in it, Johnny himself would grab for another variety and decision would hurry back and forth betwixt and between what Johnny, his mother and his grandmother wanted, until none of them would know and we would have to enlarge our stock again to meet an artificial demand of our own creation. A

book on "Why Merchants Go Bankrupt" might be written with this custom of merchandising as a basis.

Low Prices Ruinous

The great trouble with the retailer though is that he inclines to consider price too much—so that he can offer his trade a bargain at $2.98 instead of educating them up to a higher standard of value.

Going hand in hand with the tendency toward cheap goods is that toward larger stocks that never turn over except in spots. Where there are too many lines a woman phones in for a certain size in a certain line. The particular size wanted is missing and there you are! All the trouble for nothing.

The best thing a merchant can do is to pick out one or two good lines and STICK TO THEM. If customers are educated to seeing different lines constantly changing on the retailer's shelves they will become as variable as weather cocks. Finding him handling all lines they know that his goods can be duplicated elsewhere and they drift around from shop to shop—buying everywhere—nobody's customers. Some men deliberately court trouble by going to the manufacturer and asking for new goods. Others have these new lines forced on them by the too eager salesmen. The result is the same.

Customers only change the cut of their hair and clothes with great inward trepidation. If left alone they would wear both the same way, year after year. Merchants would then know what to buy and business would lose its chief speculative tendency.

Ordering Ahead

The drifting with the current that goes on in all directions results from a lack of study of trade conditions on the merchant's part and nowhere is this more evident than in the lack of anticipating demand and ordering ahead. For instance: Golfing is a very popular sport here, yet when the present scarcity of goods got well under way we were the only store in Montreal that carried golf stockings last winter and this spring. If a merchant hopes to exist he must do more than merely sell goods; he must justify his existence by serving his customers, actually not theoretically—by being of use to them and not merely taking profits from them.

50 Per Cent. Marked Up on Cost

I insure a profit by marking up 50 per cent. on the cost price of goods when they come into stock. It figures this way: If the actual cost of an article is $4.00 and the cost of selling 25 per cent. and a variable amount of depreciation, the total cost is $5.00 and depreciation and a 50 per cent. advance, or $6.00 selling price, will care for all and leave a profit that will at least average 7½ per cent. in the course of the year after the stock has been cleared of odds and ends. Fifty per cent. is the least I figure on outside of discounts, and I can assure any merchant who tries it that he will be delighted at the end of the year at the results of making it an arbitrary ruling.

Profit Information

I have developed a profit accounting system that does away with all guessing in this line and enables me to know every month just how I stand with regard to profit, instead of waiting for annual stock-takings. A Purchase Book is kept in which a sample entry would read as follows:

Purchases January, 1916

Invoice No.	Manufacturers	Journal	Cost	Retail
7	Jones & Co.	Page 1	$4,000	$6,000

The invoice No. 7 goes on the tag on the stock, and a glance at the purchase book indicates the exact average profit for any period of time and if one period fell behind in profits that fact is quickly apparent and at once investigated. The cost and retail totals are footed up monthly and sales books entries checked against this book regularly.

Valuable Stock Card

This information is elaborated on in the Stock Card here illustrated, which I regard as the most valuable system in the store. It gives all descriptive details of any article in stock, cost and selling price, and quantities of stock on

1916 Overcoat, Style, Stk, Mnfs. Fine Twil Serges	Total	N° 21	N° 22	N° 23	N° 24	N° 25	N° 26	N° 27	N° 28
Cost									
Retail									
Stock April 6/16	18	3	5	5	4	4	2		3
Purchases April 6/16	14	—	2	2	2	2	2	1	3

hand at last inventory, and purchased since, so that when filed away in the cabinet they form a most convenient form of stock reference.

Selling the Individual

I address my sales arguments almost entirely to the individual. The one whom I know has the money is the one most easily influenced, while the man whom I do not know to have the money is not only apathetic, but perhaps impervious to argument. My methods might not be applicable to other localities and businesses. They have been evolved only as a result of studying and serving the wealthier section of this city.

In the first place the store although on the principal shopping street is down at a quiet end of it removed from the shopping crowds and is not remarkable for size or appointments. But it is in good taste. It is the mother's trade I seek. To that end I have a hand-picked list of 5,000 names of well-to-do mothers of boys—names selected for the buying power they represent. An addressograph is used with plates of the customers' names which are turned off by the thousands in mailing personal literature as necessity prompts, and catalogued monthly. A mail order business is done in all parts of Canada.

The Making of a List

The problem that occurred in building this list was to discover and list the women who had sons and the money to spend on their clothes. Next to get these women in the store and interest them in the goods.

A College List

To this end, by the aid of a little diplomacy, the privilege of getting the addresses of students was obtained in a number of high class schools and colleges. That gave a basis on which to work and build up the present list which is constantly being amplified as new customers develop. Advertising is carried on in the high class school papers, and in this way the store early becomes associated in the youthful mind with the boys' clothes wants.

The mothers are approached by a variety of means—by letters and monthly circulars, by telephone in the case of Montreal mothers. A surprising number of direct returns are discernible as a result of these individual approaches. The amount of confidence and good-will alone that is built up is most astonishing.

A $250.00 Sale in Boys' Clothes

The average value of the suits sold here is at least $12.50; a number $20.00 ones are sold. Bargains are not indulged in. Quality is made the paramount consideration. Sales are often made on the phone by sending samples up

to the house. Single customers frequently spend $100 to $150 and in one case a wealthy woman bought $250 worth of boys' clothes at one time.

Courtesy and Women

Individual work is chiefly responsible for these large sales on a boy's line, resulting from the creation of a confidence that develops from a conscientious study of the requirements. Women particularly are susceptible to the delicate flattery of any personal attention to their problems. Not one in a hundred resents being telephoned at her home or advised, etc.

Psychology of Credit

This same argument applies to the credit trade. The store has lost only about $50.00 a year for six years, yet no commercial ratings are used, and all credit is let or refused solely on a sizing up of the customer—a sizing up which is based largely on her knowledge of our goods. We carry good material and cut of clothes. If a woman is quick to appreciate this fact it is apparent that she is accustomed to buying that kind and following that line of thought to its logical conclusion she must be well-to-do. Hence, even if a stranger, she is entitled to credit and even though she does not ask for it, it is pressed on her.

I am aware that this would not do for all classes of trade, but I speak here of the methods which have assisted in developing my particular trade.

A woman appreciates this giving of credit to her on her face. She reasons "I've bought $100 worth of goods on credit. Why, I must be very high-bred looking, clean-cut, to the manner born. They saw at once that I was somebody."

A few days ago a nice-looking woman came in and bought $25.00 worth of goods. She offered to pay. By the way she bought those goods I knew that she was accustomed to the best, so I said: "you may need that little change as you go down town," when she started to pay me. She said in amazement. "But I'm a stranger to you." I reassured her and she went out without paying. Later I learned she was the wife of possibly the richest man in town, one I had never been able to interest before. I believe I have now though. Unfortunately the giving of extended credit is only advisable in the cases of people of means, and then in the case of women it is very advisable. So it becomes necessary to be able to pick these individuals out and it is by their purchases they may be judged.

For instance, when a woman comes in here, looks at the goods and says "What a find," I know she means that she has had trouble in getting high-class goods, recognizes them when she sees them and is grateful for her luck. So I am ready to believe that she is a buyer of good clothes and as such I would rather have her on my books than as a cash customer for she will pay in thirty days anyhow and I have the added advantage of holding the account. If on the contrary she says "This is half cotton," on an all-wool garment I figure she is accustomed to the nice things of life and draw in my horns accordingly.

Customer Always Right

No arguments are allowed with customers. They are always right. To complain of a purchase is to have it replaced at once. A woman came in a few days ago with a boy whose fall coat she decided she did not like. It was replaced at once with a spring coat. She was stunned. She is now a walking advertisement of the store with every breath she draws if she lives to be eighty.

And strangely enough, nine times out of ten the customer actually is right, literally as well as theoretically. For instance, yesterday a lady complained that she had not received a certain cap. The tendency on the strength of our knowledge was to doubt the assertion. But we did not say "We'll look into this," or "we'll write." No, we said, "All right, here's a cap." And this was because experience has proved that a customer KNOWS when she makes a definite statement while we perhaps can only generalize. Investigation developed that this cap had **not** been delivered. The customer **was** right.

So it is these things that lead me to believe that a study of individuals and their wants is the chief requisite of merchandising—study of their means, their tastes and their buying wants; the reaching of them by methods that appeal to them as refined and original; and the interesting of them by a conscientious service and a value given, not merely a glib service of lip."

CLOTHES BECOMING SCARCER—DELIVERIES SLOW

(Continued from page 34)

the hips, 18½ inch at the knee and 15¾ inches at bottom with cuffs of this size are stated to be en mode.

Opinion is similarly divided on vests. In some quarters a return of the fancy vest is looked for but as yet there is a great evidence of this tendency in the models shown even for 1917. Novelty Norfolks are the strongest features at present both as regards this season's orders and next season's designs, and pleated backs and small belts are seen in coats for every age.

Broad striped materials in lines and large checks, fancy cheviots, green and brown mixtures will be much used.

For afternoon wear both two and one button frocks promise well and braided edges show no lessening of popularity with designers, who mostly favor dark Oxfords, vicunas and cheviots predominating in mixtures and plains. Waist coats will be made in both the same material as the coat and in plain greys or tans.

Tweeds and unfinished worsteds, in darker colors than formerly, and striped grey cashmeres are spoken of as certainties.

Sport clothes and to a lesser but surprisingly large extent, business suits for Summer wear, are being made up in Scotch tweed and in homespun or imitation.

Sport coats are shown with flaps on sleeves and on the patch pockets, and except for other novelty features of a similar nature do not differ greatly in the main details from those of the sack suit in which a popular model shows a 30½ inch length coat which is cut straight in front. The seams are plain in both cases and edges single stitched, with body medium fitting and shoulders of normal width.

The vest of the smart business suit is without a collar, single stitched and with fine buttons.

William Lot, a former Alderman of Belleville for many years, died recently after a somewhat lengthy illness. For many years he had conducted a large woollen mill. He was sixty-six years of age.

J. Stier, High River, Alta., expects to move the remainder of his stock of gents' furnishings after the sale he is now conducting, to his new store in the hotel block. He is selling out all his groceries, and will conduct an exclusive gents' and boys' furnishings store.

A change in the size of shirts being called for is being quite generally felt. One manufacturer, for instance, reports that they are selling more 13½ shirts than ever before—this is a result of the general tendency to wear closer fitting collars and shirts.

WHAT OF THE NEW COLLAR PRICES?

(Continued from page 17)

Then the labor question has been an exceedingly trying one. Wages have advanced, and the labor has been scarce. Laundrying, due to advances in many chemicals, jumped several hundred per cent. All in all, it was only competitive conditions which have held collars to their old level so long.

What of the Future?

When cost of production is lessened again, will the collar go back to the old prices? It seems already that the chief objection to this may come from the retailers. Retailers right now are getting more out of their collar sales than ever before.

Soft collars have not advanced at all at the present time, they are still generally at from $1.50 to $2.00 per dozen. It is quite possible that some advances may be made here before another season comes round, but nothing can be announced at the moment.

NOTHING IN BOX—EVERYTHING UNDER GLASS

(Continued from page 27)

further back, while two sections are to be devoted to hosiery. All these sections are glass fronted with display drawers and are of the regular height. But behind—far enough behind to leave room for the clerks, are specially constructed cases, with drawers in the base for reserve stock, and splendid display top. These are somewhat higher, sparating this department from the men's clothing.

The back of this oval of showcases is made 50 inches high, with panel work at the rear obscuring from sight the wrapping department behind. Access to this wrapping department is given from the aisles of the store, but it is made to stand out as separate by means of swinging gates.

The Aims to be Achieved

The entire finish of this establishment will be quarter-cut oak, in fumed finish. The ceiling is to be beamed.

There are two ends which it is expected will be obtained by the introduction of the splendid fixtures indicated, in addition to the great gain from giving satisfaction to the store's customers. In the first place, everything, it will be seen, is to be under glass, and will thus be free from depreciation resulting from dust. Less handling also will be necessary than when everything is kept in boxes, and this certainly will result in less depreciation.

At the present time, the question of help is indeed a serious one, as trained men are very hard to get. Now fixtures such as are being introduced by Mr. Fisher have been proved to be labor savers. With these fixtures, once their use is understood, three men, it has been estimated can do as much work as four, working under other conditions. Such has been the experience of merchants in the States who have been using these fixtures for some time. They are new in Canada, and there is not much Canadian experience to go upon.

GOSSIP OF THE TRADE

(Continued from page 28)

effect of a silk shirt at a moderate price. Khaki shirts with collars and ties in mercerized poplin are a strong feature of the military trade.

"Reefers" promise to be popular this Fall, that is men's reversible tubular silk mufflers with cord tassel or floss fringe.

Satins are coming in again in neckwear and manufacturers are showing many pretty and new designs with moire stripes, also printed designs with two or three-tone combinations.

In men's coats, bath sack and overcoat, the lapel is narrowing. In some cases is almost negligible and there is talk of the disappearance of cuffs on trousers, both as the result of a desire for a change and for the saving of high-priced material.

Pte. W. N. Jones, formerly with the Muir Cap Company, Toronto, is reported missing. He was with the Princess Pat's.

Kester and Kaiser, a firm recently from Medicine Hat, have opened up a men's furnishing store opposite the post office at Peace River, Alta.

E. A. Hudgin, before the war engaged with his father in the men's wear business at 1988 Dundas street, Toronto, was wounded in the recent engagements, and is now reported in hospital in France.

P. Robitaille, of 397 Notre Dame W., Montreal, has secured the contract for supplying the police and firemen with boots by a margin of three cents in the bid which is for $3,879.

Although there is the usual variety of straws offered, the high shape and narrow brim is most prominent. Panamas are being sold more than ever, with fedora shapes predominating, and novelties in the way of stiff Panamas in conventional shapes are having a fair sale.

Some dealers report a good sale in pith helmets with the advent of warm weather. An increased number are undoubtedly seen on the streets. The opportunities for selling Summer military lines are not so frequent that such an important one as this can be overlooked.

The tailoring establishments of George Glover and H. Hoyland, the Yonge Street Arcade, were gutted by fire early in the month. Mr. Hoyland's stock was uninsured, and his loss several thousand dollars. Mr. Glover also estimates a loss of $1.000 in excess of his insurance.

Straw hats came on with a rush in Montreal. In the middle of cool weather a hot day came and the streets blossomed out. The next day was very rainy and the sales fell off immediately, but the milder weather that followed re-established the line in favor at once. It was much this way all over Canada.

Advances continue to occur and the latest one talked of is the proposed one in fibre silk hosiery, following an advance in the yarn. This, however, will not affect deliveries for some time to come, but it is expected ultimately to boost retail prices at least 10c a pair. A similar advance of 30c a dozen at least is predicted for balbriggan underwear.

Although the retail stores generally report a better business than last year, they have not yet as a class experienced that great wave of prosperity which some of the manufacturers have experienced, and which would bless more were it not for scarcities of material, and the much more vexing point of labor scarcity.

It is said that Balbriggan material for underwear has become very hard to get so that in addition to higher prices a scarcity of goods seems certain. In hosiery, with the falling off in quality and advance in price of cashmere lines, there has been an increased demand for all varieties of silk hosiery, although for Fall the business in heavy woolen cashmere socks is said to have been exceptionally good.

Medium priced belts of from $4.00 to $4.25 a dozen are selling most freely to buyers from all parts of the country. The use of medium priced goods is much more the vogue than it has been for some years past and may be directly noted in particular cases such as this. Handkerchief lines are very badly hampered by the non-delivery of linens to manufacturers, so that the range, price and supply are all affected.

NECKWEAR

THE 25 CENT TIE PRACTICALLY OFF MARKET

Dear Silk Has Forced it Out—There Will be 50c Ties This Fall, But for Old 50c Value 75c Will Have to be Asked by Retailer—Silk Crop Prospects Poor.

THE 25c tie has practically seen its day—that is, until the war is over, and until the immediate after-effects of the war have run their course.

For practically a year now, 25c neckwear has been unknown in the United States. It is true that ties have been selling at this figure, but these cannot be called properly 25c ties. What they really are is simply those exceedingly cheap ties which were, before the war, to be found on sale in the 5 and 10-cent stores—the tie which was devoid of anything but cotton, and which, despite its price, was a really dear article.

In Canada, manufacturers have had a fair stock of materials which for years past they have been using in 25c neckwear. While it lasted, many manufacturers have held their prices steady to the retailer; but the time has come when the end of these reserve stocks is in sight, and it is learned on a number of hands that there will be no more of these ties available after perhaps September, or at the latest the end of the year.

Every way it is looked at, the neckwear situation is serious. Manufacturers of silks are finding a greater demand, owing, of course, to the impossibility of securing cotton in many countries. Germany, for instance, is getting practically no cotton, as we all know. Turkey also is getting little or no cotton. Silk, therefore, is having a more widespread use, and in United States and European countries, as well as in Canada, it has been worn more than formerly, because its price is more nearly the price asked for cotton goods. By reason of this situation and, of course, because of labor difficulties, manufacturers are having difficulty in filling their orders, and it is almost amusing to learn the action they take to the end of having orders cancelled.

Suggested Discontinuing Orders

A Canadian manufacturer showed Men's Wear Review a letter from one of the big silk brokers of New York.

This man wrote in part as follows:

"However, some of the sets which are not mentioned in this order will be delivered to you too late for Christmas, and he (here is to be understood the name of the silk manufacturer) asked me if he could suspend these sets, or whether you will take them when they are ready."

Now, note this New York broker's advice—and it should be remembered he is a man who has spent his entire life in the silk business, having been a weaver, manufacturer, and manufacturers' agent.

"My suggestion in the matter is not to cancel the sets, as he writes me in the same letter that it is impossible to quote any prices. Goods which originally cost 2/6, to-day sell for 3/4 and 3/6, and the mills say it will be impossible to produce anything near enough to meet the demand."

Further, in this letter, the New York broker refers to a purchase of this Canadian manufacturer, and says: "It

An attractive summer show case trim—with its light colored hot weather ties and shirts, and its soft collars it makes a striking appeal which doubtless brought direct sales.

will be impossible to execute these orders below 3s. a yard, as the manufacturer is compelled to make them in all silk."

Outlook Much Higher

Then, continuing, he says:

"They are going much higher and the European manufacturers are unable to make any calculations at the present time."

To a Canadian manufacturer, who wrote one of the big New York brokerage houses regarding the possibility of securing United States silk, came this reply:

"In reply, wish to state that you will find it a pretty hard proposition to place any orders in American goods unless you are willing to pay the price; and, furthermore, to accept goods to put in the $4.50 range, which formerly sold in the $2.25 line." The Canadian manufacturer had expressed a desire to place an order for 100,000 yards. To this his broker stated:

"No manufacturer is in a position to-day to take care of big order, owing to general conditions here. It is almost out of the question to get any decent goods from 65c to 70c. The situation here, instead of becoming easier, is worse than ever, and the cheapest prices quoted for $4.50 goods in the old qualities is 92½c to $1 per yard—unless you are willing to place orders on cotton silks, which, to my mind, is a lot of plunder."

This cotton silk referred to is practically mercerized cotton throughout, and not at all satisfactory. Canadian manufacturers make no use of this, although they do use a silk made from a cotton warp with silk filling.

Still another manufacturers' agent, dealing exclusively in silks, says: "There are no goods in stock whatsoever, and no manufacturer is anxious to book orders for far into the future."

What of the Winter Ties

So it is good-bye to the 25c tie. Perhaps after all that will be a good thing for the merchant. He certainly is going to get ties this Winter which he can sell at 50c, but the manufacturers are frank to admit that this tie is not the same quality as the old 50c tie.

For the old 50c model—or something equivalent to it in quality and shape—75c will have to be charged to the consumer. It seems there is going to be a bigger business than usual in $1 neckwear. A number of the manufacturers have been getting in some splendid stuff. One line which Men's Wear Review was shown was of all silk; and that it was not only all silk, but also well dyed, will be understood when it is said that the fabric would not burn. This, of course, is a test which weighed silk could not sustain.

The neckwear situation, taking the opinion of many manufacturers and forming one conclusion therefrom—is on the face of it a little hard to understand.

Practically all manufacturers are complaining about the difficulty in making shipment. The question, however, presents itself as to whether this means that the manufacturers are having difficulty in making the silk, or that larger orders are being placed. Replies to queries along this line indicate that the actual orders being received are greater than for some time previous to the war. One manufacturer states definitely that he has been turning out just twice as many neckties as he was a year ago, and he states that his output is greater than it was in 1912. His opinion is that merchants are not stocking up with this line. That, of course, would be foolish with regard to men's neckwear. That such stocking is not being done is indicated by the repeat orders coming for many patterns which prove popular.

Remarkable Tie Trade

Of course, it is impossible to say that such a satisfactory growth of business has been experienced by all manufacturers. After going into the situation, however, it seems that the actual demand from the retailer for neckwear is greater than it was last year or the year previous.

That, in face of the fact that 300,000 men are under arms, seems a little peculiar. But some manufacturers explain the possibility of this.

What they say is about as follows:

Three hundred thousand men is a good size army, even in a mammoth war like the present. Nevertheless, it is probably only about 10 per cent. of the boys and men in Canada who could wear ties—or not much greater than that. Now all these men who are remaining—rather all these males, for the boys are also purchasers of ties—are earning good money.

When a man earns good money, a certain percentage of it will go upon his clothing and ties will be in demand.

The opinion prevails that while a big percentage of business has been lost by reason of men being under arms, these very men under arms are practically wage-earners, and the money they get and spend comes back to others along with other money more or less directly resulting from the war. That causes, what under different circumstances would be called good times.

In other words, the increased purchasing power of the men and boys not going to the front more than offset the loss of the purchasing power resulting from the departure of men to the front, or the putting on of khaki by these men.

Of course, this does not apply in every place. There are points where trade has suffered materially. But taking it all over Canada, it would seem that the demand is good.

The silk crop prospects are not especially good. The war has ruined the Turkish crop. In Italy the war has rendered proper attention of the worm difficult. China has had a poor crop, and even in Japan—whence comes the cheaper silk—conditions are not ideal.

$2,000 IN AN AVERAGE WEEK

(Continued from page 47)

in his pocket. They are a very handy size, just about 3½ inches wide. On an average 500 of these pocket blotters are given away free each week.

His Best Advertising

The manager of the store said that this is the best way of advertising in his opinion and certainly the result justified his view last year.

This store cashes in on military business simply by going right out and hustling after it. The two points worth remembering in the experience of this store are these: one is that you have to get out right into the camp and hustle after business and build up a trade for yourself rather than wait for the officers and men to come to you; the second is that a store which carries a complete line of every possible thing which a soldier might need is going to have a whale of a better chance of doing just that much more business than its competitors who stock only a few staples.

The late George Rumpel of Berlin, whose death from heart failure occurred quite suddenly early in June, was prominent in the industrial field. He became owner of the Berlin Felt Boot Co. in 1879, and managed it until six years ago, when he sold out to the Canadian Consolidated Felt Co. He was an ex-Mayor.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 17—MUSIC PENS

THERE are many styles of cardwriting, which, when done properly, are equally as effective in bringing good business, but the cardwriter should not be content with this; he should be ever alert for new ideas in order that he may secure decided changes in his show-card effects so that his style will not become tiresome to the public.

A good change not only gives added interest to the customer but it keeps the work from becoming monotonous to the cardwriter himself.

In this month's lesson I am endeavoring to give as concisely as possible an entirely new phase of the cardwriting art so far as this series is concerned. This method is the making of attractive show cards by means of silhouettes for the decorative part of the card.

Silhouette drawing is an old art, in fact one of the oldest styles of hand-drawing, but of recent years it has been used more extensively for advertising purposes; but the show card has not received as much of this style of illustration as it should. The silhouette when properly and skilfully applied to the card is attractive and adds life.

The proper meaning of a silhouette is an outline drawing with the interior filled in solid black. Many drawings, however, in order to bring out certain effects show interior lines. This form does not require any drawing ability whatever.

The best system for making these is as follows:

You must first obtain the proper illustrations from magazines, newspapers, trade journals, or from any book or paper which has illustrations which are up-to-date. It is advisable to watch for these from time to time so that you will have them on "tap" when required.

In selecting a drawing for silhouette the outline is the main thing to go by. After the drawing is completed there must be life in it, and it must show clearly what it is supposed to illustrate. If the figure of a human being is being selected, it is best to have a profile face, but sometimes even this is not necessary if the rest of the outline is good. You must learn to judge for yourself. There is no set rule to follow.

Transferring Silhouette on to Card

There are two methods in which to transfer the drawing from the printed paper to the show card. The easiest is to blacken the entire figure in with either show-card black or waterproof ink, then cut out neatly with a small pair of scissors and paste on the desired spot. This is the quickest way, but if you want the silhouette to be drawn right on the card itself then follow the method as illustrated in Fig. 1. Make a tracing of the outline on transparent tissue paper. Then place carbon paper under the tissue over the desired spot on the show card, and retrace the outline. This being done you have the outline drawing on the card and all that is left to be done is to blacken in the interior. It is quite simple and can be done in a very few minutes. Care must be taken not to lose any of the detail, more particularly about the face.

The silhouette drawing should only be used on a white card with nothing but black used for lettering. No form of bright colors or shading is in keeping with the silhouette.

THE CHART

No. 1 shows a silhouette produced from a half tone figure of a woman in an afternoon dress. The outline of this is excellent as the imagination can fill in the detail from it. A drawing after this nature should be placed on the left side of the card.

Suitable wording to go with this illustration: "Our latest style frocks show foreign style tendencies."

No. 2 shows a silhouette of a swallow flying. This is often used for placing on the card along with other drawings to lend variety.

No. 3.—You will not get many opportunities to use this form of illustration. A novelty card would be the best way to work up a show card from.

Suitable wording: "Our children's hosiery has that 'nine lives' propensity.' "

No. 4.—The figure of a man's head makes an excellent illustration in silhouette when it is in profile. This can be secured from full size figure. Make sure that the style of the hat is of the latest shape.

Wording suggestion for a hat card: "London and New York hat styles—well known brands."

No. 5.—The figure of a parrot makes a good novelty card and can be used in any store with wording that is suitable for any kind of merchandise.

Here are two suggested wordings: "Come in and talk it over with us." "Our values talk for themselves."

No. 6.—This figure provides an excellent outline for a silhouette drawing. One glance shows you the very style and cut of the dress and hat worn. This was taken from a monthly fashion book.

Wording suggestion: "We are small girl outfitters."

No. 7.—Here is another man's head silhouette. This is best used for a collar show card. In fact the collar shown here is one of the latest styles, widely advertised by a prominent maker. This was taken from a daily paper.

Wording for card: "Let your neck be free and

easy in our latest style collars."

No. 8 shows a specially good illustration taken from a magazine advertisement and transferred into a silhouette. It can be used on grocery show cards with good effect.

Here are some show card wording suggestions: "Good cooks say our groceries are always reliable and up to a high standard. Give us your weekly order."

"While doing your daily cooking don't forget that we have everything that good cooks require."

This drawing could also be used by a hardware merchant to advertise cooking utensils.

No. 9.—The hand makes an excellent and easily-made silhouette for show-card use. If a couple of sizes of these are kept on hand to be used as patterns the drawings can be made very rapidly.

No. 10 shows late style frocks and could be used on a show-card for a window display of dresses, of similar lines. This should be used on the left side of a card.

No. 11. — If the hardwareman carries electrical fixtures here is an idea for a silhouette show card illustration. It is a daily paper illustration.

Suggested wording: "Our electric fixture department is showing many new styles in table lamps."

No. 12.—The boot and shoe section has many opportunities to get the proper illustrations for this form of show-card work as nearly all of their illustrations have the right outlines for this work. Make sure to get the latest styles in footwear.

No. 13.—A very dainty illustration for children's headwear taken from a daily paper. The daily papers are full of just such illustrations.

Showcard wording: "We are featuring dainty Panamas for the little folk. Priced from $2.25 and upwards."

No. 14.—If you are a handler of pipes, this will show what good silhouettes can be made from a catalogue illustration.

Showing process of making silhouettes.

Chart 16.

No 15.—A silhouette cut as it was taken from a cut catalogue. This pose is called the "Speaker," and can be used on a show card with general wording: "Let us show you that we are giving bigger and better values than ever."

No. 16.—A drawing of a cod fish. If you are a grocer with a fish department, a fish illustration in silhouette makes an attractive show card.

Wording suggestion: "Fish in large variety from fresh and salt water."

No. 17.—This drawing was taken from a picture of a hunt scene. It can be used on cards to advertise different kinds of merchandise.

Wordings: "After that invigorating gallop our excellent line of groceries will appease your ravenous appetite. Order a supply to-day." "We are outfitters to men who participate in the chase."

No. 18.—The ball player illustration is a good one for advertising sporting goods. Cuts like this can be secured from sporting sections of the daily papers.

No. 19.—The fly illustration can be used by the grocer to advertise fly paper and poisons. This was taken from a Canadian Grocer advertisement.

Wording suggestion: "Swat the fly. Arm your home against the fly nuisance."

No. 20.—An illustration of a man wearing a spring and fall overcoat. This was obtained from a daily paper and is excellent for card purposes.

No. 21.—A drawing that is full of action. From its outline you can see how eager the dog is. It makes a good illustration for a dog biscuit card.

No. 22.—The merchant who stocks bicycles will find many illustrations in catalogues which will make up into splendid show cards.

Wording suggestion: "We carry one of the best makes of bicycles our country produces."

No. 23.—A very dainty illustration which can be used for afternoon or evening gowns.

A suggestion for show card wording: "Here you have daintiness and latest style combined, with good wearing qualities."

No. 24.—The bathing suit girl shows excellent lines for silhouette work. This looks well when used in a display of these garments.

Nos. 25 and 26.—Cuts like these which are found in catalogues make good show card illustrations for the hardwareman.

No. 27.—This is a fine illustration for a grocery card in a cereal display.

Wording suggestion: "Our splendidly flavored cereals make the children hurry down to breakfast."

No. 28.—You will have little trouble in obtaining a suitable automobile illustration for silhouette work. The papers and magazines are full of them.

Card wordings: "We are showing many new ideas in motoring garments."

"The auto part is not complete unless the hampers are filled with our cooked meats, canned goods and confections."

No. 29.—Here is a drawing of a diving girl. This makes an attractive illustration when used on a card in a bathing suit window.

No. 30.—Here is a silhouette made from an ornamental floral design. This makes a very attractive card and can be used in any kind of merchandise display.

No. 31.—This is a striking cravat illustration. Note that this face does not show profile but enough of the chin and cheek bone is showing to give it the proper life.

No. 32.—Can be used for several different purposes. Here are some show card suggestions:

"You may knit for the soldiers while our fireless cookers do your work."

"We are headquarters for wool for soldiers' socks."

No. 33.—A little floral spray that can be used as an end piece for any show card.

No. 34.—A girl waving a handkerchief, evidently saying good-bye to friends.

No. 35.—A basket of flowers for any class of show card.

You must bear in mind that you may not be able to secure these same drawings to make silhouettes from. This is just to give you an idea of what can be made from illustrations you see every day.

ALTERED STYLES IN MILITARY LINES STIFF STICKS NOW THE THING

MARKET conditions and styles are becoming extremely important in military lines. It will readily be appreciated that an advance in raw materials necessitates advances in such finished products as spurs, etc., but one might have expected styles to remain more steady than has been the case. Nor were the extreme changes coming as the result of raw material scarcities looked for a little time ago.

Innovations have come in swagger sticks and canes since the commencement of the war, and it is well worth the retail merchant's while to take advantage of these changes so that he may offer the private soldier, the non-commissioned officer, and the commissioned officer exactly what is proper for his rank.

Now there was a time when the light bamboo cane or swagger sticks about 27½ inches in length, was the proper thing. Still this is used, but not as much as formerly, probably the real reason for this being that such flexible bamboos are practically off the market at the present time. The demand has been so great that the existent supply has all been consumed and new stocks cannot be grown fast enough.

There was a rattan cane covered usually with cotton which was very popular too, but it is practically off the market now.

What is being called for at the present time is a swagger stick of the same length as formerly, but without the bending qualities which were so desirable. A stiff stick, somewhat heavier than the old swagger cane, is what is wanted.

The manufacturers think that one reason for this is that the swagger stick is serving a real purpose these days. When a man is on patrol he likes a stick which may be some use as a weapon of defence and offence. A soldier sometimes get into a tight box even before he goes overseas, and a stick of this kind is appreciated.

Some of these swagger sticks are being turned out in very swagger style. One jobber is selling for the privates a line of real cherry which will retail at a $1 each. The price does not seem too steep for a private at all, nowadays. They have the money.

As well as the difference in weight, and the passing of the flexible cane for the stiff one, a change is noted in the ferrules. These now are made largely in cartridge shape, and as metal is considerably up in price, there has resulted an advance in the price of swagger sticks. The cheaper grade being made now retailing at about 35c and as has been stated they range up to $1.00.

For a non-commissioned officer a longer cane and a much stiffer cane is being shown. Time was when only the sergeants were allowed to use this cane, but now these have been authorized for the corporal as well, and the demand has been growing as a result. Of course, the head of the N.C.O.'s cane must not have any crooks on it. A cap of some metal is put on the top. A crook would never do—that is only for the commissioned officer.

Canes for the commissioned officers, by the way, have not changed materially since the war began. The cane is of bamboo with an ordinary crook, and the artillery and cavalry use a riding crop.

The Anderson Clothing Company, Bowmanville, for nine years carried on by Chas. H. Anderson has been taken over by J. N. Webster of London, Ont. Mr. Anderson has enlisted with the 136th Battalion for overseas. He is in charge of "B" Company, stationed in Bowmanville.

Charles Arthur Laframboise, for ten years past Montreal representative of Nesbitt & Auld, Toronto, passed away recently at his home, Elmwood Ave., Outremont.

RETIRED

He used to be a business man, and had a whopping trade;
From dawn to dark he used to plan, and quite a wad he made.
But now he lives a life of ease, by no ambition fired,
And in the business circles he's declared to have "retired."

It seems depression came; the skies of business all were dull.
He thought that he'd economize because there was a lull.
He stopped his advertising—so in memory he grew dim;
He didn't retire from business—no, the business retired from him.

READY REFERENCE GUIDE TO RESERVE STOCK

Port Hope Dealer Fixes Up Packing Cases, Numbers Them, and Indexes These With Contents on a Card Upon the Wall

By a travelling staff member.

PORT HOPE, April 24 (Special).—There's a good idea in the basement of the Jenning's men's wear store in this town, as well as a number on the ground floor, and fortunately a representative of The Review was invited down to see something for which credit must be accorded to Mr. Barkwell, the right-hand man of the proprietor. We are about to introduce you to a device that any men's wear man can utilize for himself, a ready reference guide to his reserve stock.

This is in no sense a stock list, although the quantity end of the stock could easily be taken care of. This deals rather with fixing the location of the stock in its various receptacles. As a rule, one person is in charge of the stock room, and, although he knows where each line has been located, the rest of the staff are more or less at sea even in the case of a comparatively small reserve stock. Moreover, when there is a definite place for each line of goods it is far easier to keep track of the quantity of each line on hand. That is a second advantage of the plan of the Port Hope store.

Sheet of Cardboard, 1, 2, 3, 4, etc.

On the wall of the basement, at the foot of the stairs, is a sheet of cardboard tacked up and filled in after the following manner:—1, Christmas Boxes; 2, ————'s Blue Label Shirts and Drawers; ————'s Red Ribbed Wool Shirts and Drawers; 3, Fleece Shirts and Drawers, ————'s 4, Tan Fleece Shirts and Drawrs; ———— 17, Ladies' Wool Sets, Wool Gloves, Silk Scarfs. And so on up to 22 or 23.

Now what do these numbers mean? Simply that there is an ordinary packing box along the wall of the basement with a number corresponding to that on the card, and in the box is kept the line that is described on the card. In other words, not only does that reserve stock card contain a list of the goods, but the exact location.

A Double Advantage

"If anyone is waiting on a customer and wants a special kind of underwear, for instance, that is not 'forward,'" remarked Mr. Barkwell, "all he has to do is to look at that list, find the number of the box where these lines are kept, and get them at once, without stopping me from waiting on a customer, it may be.

"There is another advantage—an easy way to know when stock needs replenishing. All one line is before you in the one box, and you can jot down the requirements at the time you happen to be getting something out, or you can go through the boxes specially in a very short time, for a glance is sufficient to tell you where there are gaps."

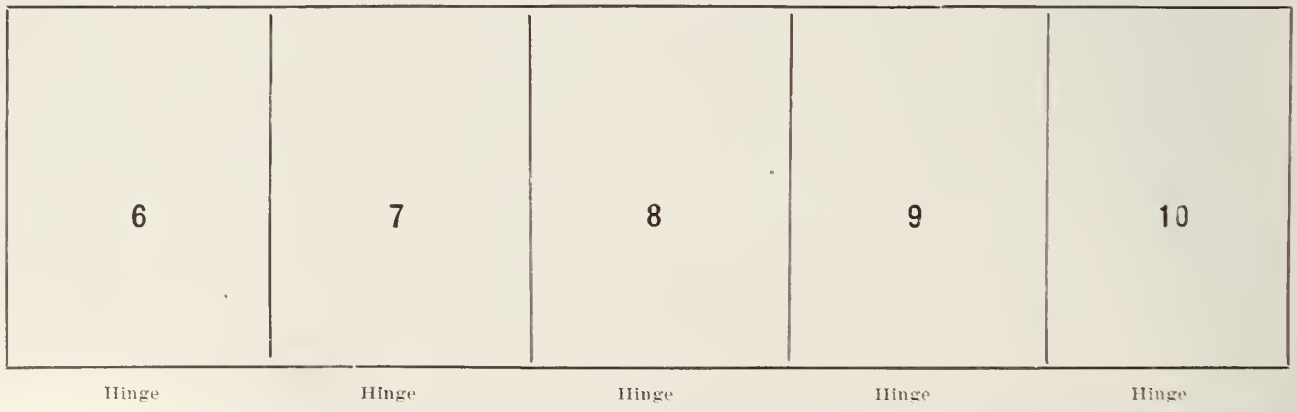
The list on the wall is revised, of course, not only season by season, but several times, perhaps, in a single season, as one stock is used up and another is replenished. Often the lessened stocks are doubled up as a season wanes, and one box will hold two or three lines, while another will be divided among several boxes at the height of deliveries.

Turns Cases on Their Sides and Puts on Door

These boxes are made in a very simple manner. They are the ordinary ones that come with goods, and which most merchants consider as so much "junk." Mr. Barkwell, however, puts a new top on them, turns them over on their sides, attaches a hasp and hinges on the lower side of the top, and there they are, with a door opening outwards, handy to get at, and the stock inside is kept from the dust that accumulates of necessity when the reserve stock is kept on the open shelves of the basement, as in the ordinary store.

Carries Motorists' Goods for Ladies

In the sample list of stock that is quoted, it will be noticed that several lines of ladies' goods are mentioned, mostly knitted. These have proved a lively side line for this store in the Summer season when a number of American visitors come over and board or have cottages in the vicinity of the town, and, of course, all own their cars. Mr. Jennings then displays in his windows ladies' aviation caps, gloves, silk coats, etc. This is all the publicity work he seems to require—these invaluable windows, the store's eyes—to work up a nice little extra business.



Row of packing boxes with numbers corresponding to list on the wall. The front is the "door" which opens on an improvised hinge.

$2,000 IN AN AVERAGE WEEK

This Was the Record of Wreyford's, Ltd., at Niagara-on-the-Lake, Camp Town, Last Summer—Stocked Everything Soldier Could Ask For—Getting Out and Hustling—Time the Essence of Success — This Starts Like Another Big Year.

THE main line of this heading is the experience, put briefly, of Wreyford's Ltd., in their branch store at Niagara-on-the-Lake, Ont. This business, running on an average about $2,000 a week, was solely in military goods. That is the tale. Here are the chapters.

"Last year we had a large camp here at Niagara-on-the-Lake, as you know," said their manager to Men's Wear Review recently.

"We simply cashed in on the location of that camp here. There was, of course, a great deal of competition. A number of new stores started up simply with the idea of catreing to the camp. Probably in ordinary times, Niagara-on-the-Lake had about two men's wear stores, which were enough for the size of the town. Now, as you will see there are something like about 10; chiefly improvised wooden structures.

Setting Out After It

"The way in which this trade was built up so far as our store is concerned," went on the manager, "was simply by going right out after the camp. We figured we could cater alike to officers and men. We did so. We made a special point that if an officer came down here and ordered a fatigue suit it was sent up in the quickest possible time. If a soldier came in and bought goods he could not take away with him we sent them up to the camp in the very quickest possible time. Time has been a great point with us in building up our business and we believe that our promptness did us really tangible good.

"When we started here last year, we based our hopes of success upon having a military store which would feature and contain everything from soup to nuts. That is to say we figured we sold every mortal thing a soldier could possibly need. In addition to the regulation lines such as puttees, cords, swagger canes, and so on, we sold things like safety razors, all kinds of polishes for boots and for buttons, all kinds of instruction books for every possible branch of the service, pads and envelopes for writing home, numerals for the shoulder of the uniform, badges for the same purpose, in fact everything that a soldier can possibly need. In addition we sold a whole lot of stuff such as raincoats, boots, shirts, caps, underwear, hose and so on. In fact we figured that if a soldier came in, whether he was an officer, a non-commissioned officer, or a private, he could not ask for anything which we hadn't got in stock."

"This, as we had hoped, proved our great standby. Right in our store a Tommy could buy polish for shoes, postcards to send home, a brooch for his best girl to wear which would contain the number of his battalion, a "hussif" and a book of instructions which he might study and which would make him proficient in his particular branch of the service."

A Good Spender

"You would be surprised if you knew how well the average soldier will spend money; I mean to what good purpose. Some men have figured that the best thing to do to get the soldier's trade is to stock up with a lot of cheap grades of such lines as handkerchiefs, underwear, etc. My own experience is very different. The average price of hose we sold last year to the private, to the man in the ranks, was 75c.; some paid a dollar. That is a fairly good price for a rank and file soldier to pay, but in scores of cases that was the line and price demanded and paid. It is a mistaken idea to suppose that the ordinary soldier is a cheap sport: He is willing to pay for what he buys and pay a mighty good price. His is not always a cheap grade of stuff. He likes to wear just as good hose as the average officer."

"Talking of officers, some indication of the business which this store did at Niagara-on-the-Lake last year with officers alone is found in the fact that several times as many as twenty fatigue uniforms were sold in one week. This is good going it is also a profitable end of the business. During the Summer months the officer is disposed to buy anything at all which will keep him cool and a fatigue uniform is an ideal way of keeping cool in the camp. Twenty of these in one week is a pretty fair indication of the amount of business which one store is able to do."

POCKET BLOTTER

To Our Boys in Khaki

ATTENTION!

We carry a most complete range of all Military supplies at lowest prices.

OFFICERS' SERGE AND WHIPCORD UNIFORMS
" KHAKI DRILL "
Fox's Spiral Puttees, extra fine, $2.75 pair
" " medium 2.25 "
Riding Breeches, "Tress" Official Service Caps, Shirts Neckwear, Leggings, Boots, Sleeping Bags, Trunks

WREYFORD & CO.
BRANCH OF TORONTO MILITARY OUTFITTERS
Cor. Queen and Regent Sts., Niagara-on-the-Lake
TELEPHONE 143

A soldier knows the usefulness of a bit of blotting paper, for Tommy is a great correspondent. Five hundred of these pocket blotters are given away every week.

Books A Good Line

"There is also a big sale among officers for these books of instructions hereinbefore referred to. Officers as a rule are a fairly studious class; at any rate they are in this war; and we find a great sale for books of instruction, such as gunnery, infantry and so on."

About the only advertising which the manager of this store does to get this military business is to have right on the counter in the front of the customer, a stack of little blotters. One of them is reproduced on this page. It is referred to right on the blotter itself as the pocket blotter. It is exactly a handy size for a soldier to slip in his pocket and soldiers are great writers, always sending letters or postcards. The average soldier, as has been proven by the post offices in various towns, is a voluminous correspondent.

The customer will buy whatever he needs at the store and will be told to slip one or two of these pocket blotters

(Continued on page 42)

FOOTWEAR DEPARTMENT

A TRIM THAT BOOMED SHOE FOOTWEAR SALES

Ideas Here of Value to Those Who Want to Boost This Department of Their Business.

FOR the readers of Men's Wear Review who are operating footwear departments in connection with their establishment—and the number of these is very considerable—the above illustration of a window trim of boots and shoes will be full of suggestions.

This trim was made, of course, in a case which offers the very best facilities for arrangement. The window itself is not particularly large, but standing right out in the centre of the store's main window, it is bound to command attention.

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

Protected!

KANTKRACK

Trade-Mark Registered

The features that have made **KANTKRACK** coated fabric collars unapproachable are fully protected by patents. **KANTKRACK** collars stand outside the pale of competition. Only **KANTKRACK** collars can be made with the *Flexible Lip* and the slit over back buttonhole. These features add to the wearing qualities of **KANTKRACK** collars, relieving all strain and preventing pressure on the neck from the back button.

FURTHER PROTECTION IS GIVEN THE RETAILER handling **KANTKRACK** coated Fabric Collars *by our guaranteed Sales plan,* which enables you to order conditionally, that if same is not satisfactory to you and your customers, you are at liberty to return all unsold goods to us within sixty days of the receipt of same, and at our expense. We will credit your account with goods returned and refund you any money paid for collars returned.

ANOTHER POINT—KANTKRACK Coated Fabric Collars are made in ONE GRADE ONLY AND THAT THE BEST; sold direct to the trade at one price to all. If your order should include styles that do not suit your trade, send them back prepaid and we will replace them with the quick-selling styles. Order a few styles to-day and take advantage of our square, straight dealing policy.

We stand behind the 3 K K K and protect you. Remember the 3 K K K.

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANTKRACK *coated linen collar*

HAMILTON, CANADA

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

Be it said for the decorator, Mr. Edwin Oehmig of the Boston Store, Rossland, B.C., the opportunity afforded was seized upon.

Now many merchants who are anxious to play up their footwear department have not got such a window, but in a differently arranged front, many of the effective features shown in this trim could be employed, and no doubt being employed elsewhere, they would, as was the case in this men's wear store, do a great deal towards stimulating sales.

In describing this trim, Mr. Oehmig has this to say: "The upper part of the background consists of an embossed cut-out frieze of an oak forest, wherein there were beautiful shaded effects, ranging from dark to light oak. A piece of sky blue velvet was secured and tacked tightly upon a board. The frieze was placed upon this, the resulting appearance being that of a real forest, in which the blue sky was visible through the trees, the perforation causing the blue to show through.

In the centre of the show case was placed a lamp, the top of this being covered with violets. Around the edge of the lamp was made a border of violet leaves. From this border hung violet colored ribbons with the flowers themselves tied at different distances down the ribbon. The ribbons were cut at various lengths, this to get away from the awful set appearance one so often sees in window trims.

"The mats used were a deep shade of purple with a cream ball edging.

For the sign, which is so prominently in the front of the window trim, there was used cardboard of a rich shade of tan, and the lettering upon this was executed in two shades of purple and black.

The boots and shoes themselves were not labeled with price tickets, as in this particular instance such labelling was unnecessary, the prices having been brought out in the central card.

OF A PERSONAL NATURE

W. Brown is taking over Pte. D. Small's tailoring business, Red Deer, Alta. Mr. Small is "doing his bit" in the great war.

E. K. Dallimore, who has been representing Cluett, Peabody in Eastern Ontario has joined the ranks of the 70th Battery, Toronto, for service overseas. Before joining the Cluett, Peabody sales staff Mr. Dallimore was with Hickeys, 97 Yonge St., Toronto.

Within the last few days a new concern has selected Saskatoon as its headquarters for the Province. "Bertrum's Limited," a company incorporated under the laws of Saskatchewan, will do an exclusive business of wholesale jobbing and manufacturers' agents in men's clothing, furnishings and small wares. It is the first concern of its kind to locate in the City.

The death occurred at Winnipeg, of William Rothwell, at his residence, 50 Sherbrooke street. For a number of years he was a member of the men's furnishing firm of McLeod & Rothwell, Portage La Prairie.

Bills Limited have opened a store for the sale of hats and caps, at the corner of Logan and Main streets, Winnipeg.

A prominent Toronto business man and ex-Dominion Trade Commissioner died in the person of Mr. George Anderson of 30 Roxborough street west. The late Mr. Anderson had been engaged in business in Toronto for the past thirty-three years. He served for many years as manager of the Toronto branch of the Imperial Oil Company, and latterly founded the Crown Tailoring Company.

Pickard & Pickard are putting new and modern front on their store on Cumberland street. The alterations will be commenced at once.

The Jackson Manufacturing Company, Limited, of Clinton, have started operations in the Campbell block, Seaforth, where they have installed 20 power machines to be run by hydro, and will add more machines from time to time if additional help can be secured. Mr. Palmer, of the Clinton factory, will be in charge and will move his family to town.

The Sanford Clothing Company have reopened their Seaforth factory and expect to have it running in full capacity by next week. The factory will be in charge of Mr. F. Robinson, who is a practical man. Hydro power will also be used in this factory to run the machines.

In Colcock's gents' furnishing store window, Brockville, there is on exhibition a gas bag that has seen actual service on the field of battle in France.

Clayton Baughmann is now occupying his fine new stand in the Tecumseh House corner, Wallaceburg. He contemplates a few more changes which will make his one of the most up to date men's wear stores in Ontario.

L. L. Lyons, of Hamilton, head of the Lyons' chain of clothing stores, has been in Chatham in connection with the damage done by the recent big storm. The water poured in through the roof and skylight, flooding the store and soaking scores of suitings, as well as a part of the furnishings stock. While the water did not injure the cloth to any great extent, it has affected the selling value, and the firm's loss is considerable.

Just west of the main entrance of the Royal Connaught Hotel, Hamilton, is R. B. McLelland's new men's wear establishment. When the Old Waldorf Hotel was closed Mr. McLelland moved to a site beside the Wellington Arms, but is now going back to the old site.

The gas helmet sent by "Pete" Carr, of the Pioneers, to his brother, Frank Carr, is now on exhibition in the window of the Tip Top tailors, St. Thomas.

A large contract for 48,000 pairs of service pants has been awarded the Walker Pant and Shirt Company of Walkerville and Chatham, by the department of militia and defense. The approximate value of the order is $50,000. Work will be started at once and the contract calls for the completion of the order by January 1, 1917. The Chatham staff at the plant will be increased to 75 or 100.

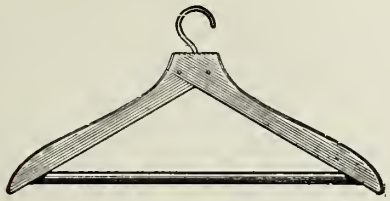
Frank Calbeck, formerly of Calbeck & Barber, has reopened a tailoring business at 91 Colborne street, Brantford.

J. W. Lowes, has sold out his men's business on Second Avenue to A. H. Gebbie, from whom he purchased it six years ago. Stock-taking is now progressing and Mr. Gebbie will take possession very shortly.

Mr. Lowes intends to enlist and will leave for Winnipeg shortly to take the officers' course.

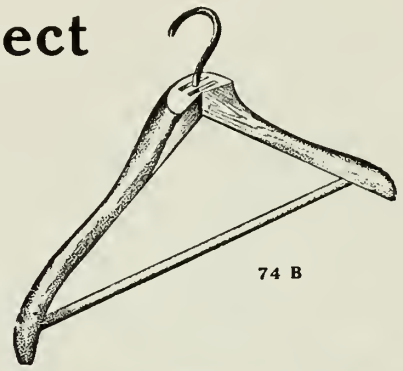
Malcolm McLean passed away in Hamilton, recently, after an illness of six months' duration. He was 41 years of age. He had been a resident of Hamilton for the last seven years, and previous to his illness carried on a men's furnishing business at 276 King street.

Bilton Bros., Toronto, have moved from 99 King street west to 113 King street west.



33 I.B.

Taylor's Perfect Coat Hangers



74 B

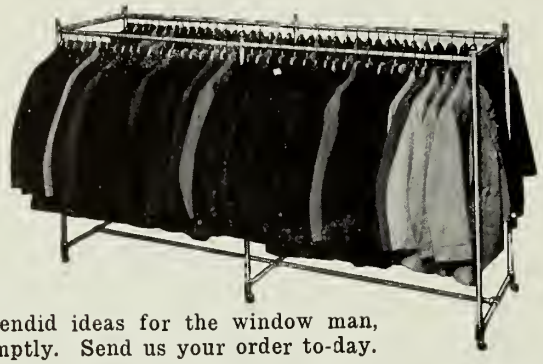
No. 33 I.B.—Combination Suit Hanger, per 100 $ 7.50
No. 33 B.—Boys,' 15 inches wide, per 100.... 7.50
No. 74 B.—Combination Suit Hanger, with inserted Trouser Bar, per 100 ..... 15.00

A Perfect Hanger

Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers.

Six feet long, six-post $13.00
Eight feet long, six-post 14.00
Ten feet long, six-post 15.00



Our complete Catalogue No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders filled promptly. Send us your order to-day.

The Taylor Manufacturing Co.

43 Hughson Street
HAMILTON, ONT.

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J.A. HAUGH MFG. CO. LTD.

Will Stand Comparison with any Chambray Shirt

Values Unsurpassed.

Are you profiting from this stock?

J. A. Haugh Mfg. Co., Ltd.
658 King Street West TORONTO

EMPIRE MADE

A Nugget of Profit

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

There is a good profit for you.

The Nugget Polish Company

LIMITED

9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

QUEBEC - - - - - R. E. Boyd & Co., Montreal
NOVA SCOTIA - - - Arthur Fordham & Co., Halifax
NEW BRUNSWICK - - - C. A. Munro, St. John
BRITISH COLUMBIA - J. Leckis Co., Vancouver

The Men's Wear Review Chart of Correct Dress for all Occasions

DAY WEAR

1916

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETERAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jaeket or eut-away plain or braided	To match coat	Like jacket or in ease of eut-away coat, striped grey	Black derby or green or grey soft	White or colored negligee: plain stiff or soft cuffs	White wing or double fold; square or round cut	Four-in-hand or hat-wing	Yellow chamois or tan cape	Cotton, lisle or silk, black or subdued colors	Black or tan	Chesterfield loose or form-fitting; grey or black or cravenette	Single pearl, gold or jeweled links. gold chain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap or buckle, knicker-boeker breeches	Tweed hat or cap.	Negligee: soft cuffs. Cambric or fine flannel	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow chamois or special sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet high	Raglan loose-fitting or cape or Burberry	Plain gold bar pin gold links.
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or white	To mateh coat or grey striped worsted	High silk with broad felt band	Stiff or pleated white.	Wing or poke	Ascot or four-in-hand to match gloves	Pearl grey suede	Black or dark colored silk, plain	Patent leather buttoned kid tops	Black Chesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	White pique or linen or black or grey fancy silk	Same material as coat. with or without braid	High silk, with broad felt or corded silk band	Stiff. with single cuffs. white, plain or small pique, one stud showing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or cape	Black. grey or deep blue silk or other subdued color	Patent leather ties. or buttons, patent leather pumps	Frock. Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE. STAG DINNER AT HOME, ETC.	Evening jacket, black.	Black silk or linen, single breasted.	Same as above	Soft or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gun metal pumps	Same as above or dull calf	Same as above	Same as above

Must not be reprodnced without permission.

J

The New Way

Economy in Retailing by reduction of overhead expense.
Greater Efficiency from scientific and modern methods.
Increased Business from better store service.

The New Way Revolving Wardrobe

Only one line in the New Way System. Others are Wardrobes for Hats, Furs, Ladies' Wear. Sectional Units for every department of Men's Wear and Department Stores.

The E. R. Fisher Store, of Ottawa, is being equipped completely with New Way Wardrobes and Units after a personal investigation of the New Way method by Mr. Fisher.

Send for particulars and demonstration booklet.

Jones Bros. & Co., Limited

Store Fitters

Eastern Branch:
69-71 Bleury Street
Montreal, P.Q.

Head Office:
29-31 Adelaide St. West
Toronto, Ont.

Western Branch:
437 Main Street
Winnipeg, Man.

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Co.

Western Canada Headliners in July MacLean's

The three leading contributors to MacLean's Magazine for July are from Western Canada: **Robert W. Service,** the song-writer of the Yukon Sourdough; **Agnes C. Laut,** the distinguished author of "The Lords of the North" and numerous other stories of Western Canada life, and more lately the dynamic contributor to current literature on war and business topics; **Nellie McClung,** famous throughout Canada as speaker, campaigner and writer, and who carries with her all the vigor and freshness of a prairie breeze.

MacLean's Magazine is vibrant with the spirit of Canada to-day interpreted by the Canadian writers of first rank best fitted to treat of the topics assigned them. It is a Magazine with a universal appeal, a live interest for every member of the family. It is the Magazine every Westerner will appreciate.

Consider the following list of writers and articles in the July issue and ask your news dealer for the July MacLean's.

Robert W. Service whose virile verse places his books at the head of the best sellers, is driving an ambulance car at the front in Flanders, and his war poems, appearing exclusively in MacLean's Magazine, are saturated with the spirit and color of the trenches. "The Haggis of Private McPhee" in the July Number, is a humorous and yet pathetic treatment of a subject dear to the heart of every Scotchman C. W. Jeffrey's illustrations make it more realistic.

Agnes C. Laut Well known to MacLean's readers for her amazing revelations of German machinations in the United States, and whose intimate connection with those high up in financial, business and diplomatic circles in the neighboring Republic, has given her series of articles in MacLean's prescience positively startling, contributes to the July MacLean's yet another of outstanding import under the heading of "Canada's Greatest Service to the Empire."

Nellie McClung raises the startling question, "Now that women have the vote in Western Canada, will they want to sit in Parliament?" Mrs. McClung, herself a leader in the Western feminist movement, answers this question in a characteristic article in the July MacLean's.

Brigadier-General Logie A fascinating character sketch of the Hamilton lawyer, who, casting aside his gown and his briefs, is organizing and training as head of Number Two Division, a Canadian army larger than that Britain sent to Waterloo under Wellington. By Hugh S. Eayrs.

Immigration after the War Some plain facts are given and deductions drawn by Fisher King. No more vital question is occupying the minds of Canadian statesmen. Every business man should read this article.

Stringer and McFarlane continue in the July MacLean's their captivating stories, "The Anatomy of Love" and "Behind the Bolted Door?" Both these men are first flight fiction writers, and both Canadian born and bred, and both with continental reputations.

Then there is that ever-popular department, The Review of Reviews, which gives the busy reader the cream of the world's best periodical literature.

Buy the July MacLean's. Learn at first hand just how good and how interesting this thoroughly Canadian Magazine is

If you can not secure a copy from your newsdealer, send 15c. in stamps for a copy of July issue, or $1.50 for a year's subscription.

The MacLean Publishing Co., Limited, 143 University Ave., Toronto

JULY ON SALE AT ALL NEWSDEALERS 15c

LISTEN

Have you any spare time to exchange for Cash? Have you one or two hours in the evening that you could devote to increasing your income, if the plan proves that you can make an extra $5 or $10 a week? We need a man in your district to *represent us* and for his spare time we'll pay him liberally. Are you the man to secure control of your locality?

If *you are*—and *possess* a good amount of *enthusiasm* and *energy,* you are the man we are looking for. It will pay you to write us to-day and find out all about the plan and how it will fit into your *needs.* No obligation *you know,*—just say, "I would like to turn my spare time into dollars."

THE MACLEAN PUBLISHING CO., LIMITED

143-153 UNIVERSITY AVENUE Dept. M.W. TORONTO, CANADA

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The Publisher's Page

SO many of Men's Wear boys are now in khaki that merchants everywhere are experiencing a new difficulty. Inexperienced boys are taking the places of their trained men who have enlisted.

These young fellows have a lot to learn about the goods sold in a men's wear store. The easiest way for proprietors to train these new assistants, under present conditions, is to insist upon their studying each month's issue of Men's Wear Review.

The advertising pages will be specially valuable, for they will give detailed information regarding articles that the new clerks should know in order to develop selling efficiency.

G. R.

"MADE IN CANADA"

CEYLON
an ARROW
LIGHT STARCHED
COLLAR

WORN WITH PIN—OR WITHOUT—
AN ULTRA STYLE EXPRESSION

CLUETT, PEABODY & CO., Inc., Makers
Factory: St. Johns, Quebec
Salesrooms: Montreal, Toronto, Winnipeg, Vancouver

Mentally, are you inferior to a bank president?

This advertisement is addressed to the younger men at or near the head of business houses.

It is addressed to you because you have ambition not chilled by the experience of many failures.

It is addressed to you because you have a will — and the strength — to attempt big things.

It is addressed to you because the circumference of your world is always widening—this because of energy on your part and a vision of things far off.

Your world is the world of money and business—very big worlds. They are worlds concerning which you ought to know much.

In particular, you want to know—or should—about Money and Business in Canada. This desirable and essential knowledge can be obtained from reading and study.

But you require an index—a guide, and this you will find in THE FINANCIAL POST, a weekly newspaper, the subscription price of which is $3.00 a year.

This newspaper tells you about Money and Business in Canada. It lifts you out of your own rather confined world, and puts you into the world of the men who are doing big things.

Now it is clear that you can make more money if you understand Money and Business after the manner of these men at the head of our great banks, financial institutions and manufacturing establishments.

These men are probably not a whit better equipped mentally than you. Their advantage lies in this circumstance: namely, that they have chosen to live in a bigger world—the world of Big Money and Big Business. And living in this world, they have stretched out farther and higher—in the direction of richer prizes, by preparing themselves constantly for greater opportunities.

Now this same Big World is open to you—but you must enter it of your own accord, and with a sincere purpose to become familiar with it. The bigger world will adopt you and reward you if you choose to live in it.

The Post's Business Outlook alone will give you an invaluable acquaintance with big affairs and with the tendencies in business. This helps to give you that foresight so essential in directing your own business to greater success. Read The Post for this Business Outlook if for nothing more. It alone may easily be worth the subscription price to your business.

This is why we urge you to become a regular reader of THE FINANCIAL POST OF CANADA.

And as a young man of ambition and outlook, you will, we feel sure, fill in the form below and return to us.

THE FINANCIAL POST
OF CANADA

143-153 University Ave. Toronto

— —

.....1916.

THE FINANCIAL POST OF CANADA
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit $3.00 to pay for my subscription on receipt of bill.

Name ..... Address.....

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

"Dominion" Raincoats

MADE IN CANADA

Best for Style, Fit and Finish

Materials of the highest standards: workmanship, the best that money and skill can provide: style, fit and finish to please the most critical dressers. That's why DOMINION RAINCOATS have become the recognized standard by which to judge Waterproof Clothing.

We insist that DOMINION RAINCOATS shall be the best possible raincoat-value the trade can buy. Don't accept our statement for this fact. EXAMINE the garments. COMPARE them with any line in the market to-day and JUDGE FOR YOURSELF.

Write for Catalogue, Price List and Swatch Books.

Canadian Consolidated Rubber Co., Limited

MONTREAL, P.Q.

28 "Service" Branches Throughout Canada

Tooke

KUM-SEALED Athletic Underwear

Each suit in a sanitary sealed package and always fresh from the laundry.

Tooke's Kum-Sealed Underwear is light, cool, and comfortable, and has a perfect fitting crotch. Is soft, like silk, yet is very durable.

Every seam is reinforced. "Gives" with every movement of the body.

Each garment is in a transparent package, and can be featured in your window.

Made in two-piece and combinations.

Tooke's D.S. Shirt

D.S. means double service, and that's what your customers get when they buy D.S. Shirts and Drawers all in one piece.

They won't have the uncomfortable feeling of the shirt crawling up under the belt, as with the drawers being attached, the shirt keeps its smart appearance when the coat is off.

It is the only shirt of its kind on the market, and a man need not completely undress to take it off.

Sell this to your golfing, bowling, etc., customers who want to be well dressed and yet comfortable

Write your nearest branch.

TOOKE BROS., Limited

Montreal **Toronto** **Winnipeg** **Vancouver**

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI PUBLICATION OFFICE: TORONTO, AUGUST, 1916 No. 8

MEN'S BEST A.T.REID MADE CRAVATS

THIS cravat is a real success, because it is backed up by a real idea. During the past Spring season it has proved to be the only tie that will slip with ease through any style of collar.

The neckband being all satin—both sides—permits the tie to slip through the smallest space. It looks good too—the colors of the neckband are carefully matched with the silks used.

The "Shure-two-Slip" patented neckband is on Reid's Neckwear for Fall at prices ranging from $4.25 to $16.50 per dozen.

A. T. REID CO., LIMITED

Makers of High Grade Neckwear for Men
Including Reid's Real Bengalene Cravats
In Forty Plain Shades

TORONTO CANADA

Does the "Price-in-the-Pocket" Help the Merchant?

Some Merchants say that it does not—and that it is usurping the prerogative of the independent seller.

That is the one disadvantage—and the one that ever Hammer knocks—for, in the language of our Competitor, it is "pure dictation."

Yet when we offer to leave the label off altogether—there is again strong objection.

Nor could we leave the price off if we would—for we are bound by our own twenty-year bonds—and the People know that Semi-Ready has a Price-in-the-Pocket Policy, and would naturally question any garment without it.

Advantages of the price-in-the-pocket outweigh any theoretical disadvantage.

That price-in-the-pocket holds us to our standard of quality—and it is a stronghold in war times.

Any young man with $1,500 cash can start a business of his own.

We help him if he has experience and ability to back up a small Capital.

We help with Credit, with Promotion, and in getting in touch with the right people.

Some of our most successful Merchants in Canada started in Business with $1,500 cash—some had less.

We have the Plan—and we have some good open towns that are ready for present occupation, for a Men's Wear man.

It has been proven that a Semi-Ready Store will pay in any good town—will get the business and hold it.

It eliminates bargaining and bartering by the buyer who likes to beat the price down.

It is put on by makers who know what the wool costs per pound; the cost of the suit is governed by the value of the cloth.

It makes the stock standard, and staple; many big Semi-Ready Stores have never sold suits below the price-in-the-pocket; while others have clearing sales only once in four years. There is not the loss usual to bargain sales.

The Customer likes it, and the Customer is King. Plain prices and fixed prices appeal to the fair mind always. And a man comes to a store because he trusts the owner: if aught occurs to arouse distrust he never comes again.

"I've been wearing Semi-Ready for years," is the oft-repeated statement of many men who proudly show the label in the pocket.

It's a great asset; it has no liabilities other than the prejudice based on an idea, and that idea is a "non-existent."

"What the People Like" is what pays.

Ours is a Selling System of Co-operative Effort. We neither interfere with nor seek to control any man's business policy.

We simply let him use ours—a system with Twenty Years of Success behind it.

Open Towns in Canada like Owen Sound, Berlin, Smith's Falls, Hull, Portage la Prairie, Prince Albert.

Tell us where you would like to locate, and we will find the Store for you.

Get in touch with our Department of Business Locations.

We are in Earnest. Where we have no Customer at present means that there is an opening for a high-class Men's Wear Store. We will look up a good store for any man in any town where we are not now represented.

Address all enquiries to H. A. Nelson, President

Semi-ready, Limited

Montreal, Canada

SUCCESS COLLARS

are still

2 for 25c

and the Quality and Workmanship have not been reduced in any way.

Can you do without a 2 for 25c Collar?

Order from your nearest wholesaler.

The Canadian Converters' Co. Limited.
Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

THE "AEROCAP"

THE LAST WORD IN MILITARY TRENCH CAPS

Self Ventilating
Cool and Light as a Summer Zephyr

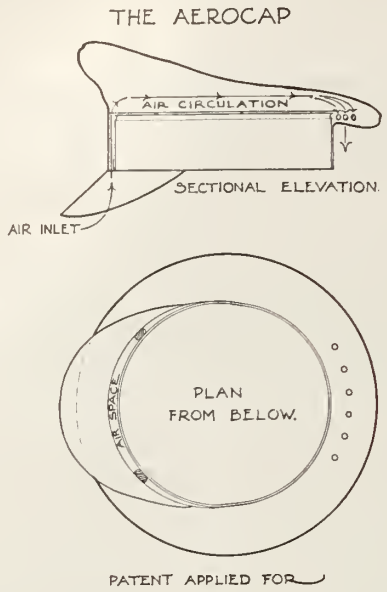
MADE IN

Light Weight Serges and Gaberdines (Shower Proof)

HELMETS

OFFICERS' KHAKI "WOLSELEY PATTERN"

Two Grades, Fine and Extra Fine



Full Line of
METAL TRIMMINGS
FOR NURSES' UNIFORMS

FOX'S REGULATION PUTTEES

LEGGINGS

PIG SKIN AND HIDE

Spiral Strap and Spring Front

CANADA MILITIA BUTTONS

BRASS, RANK AND FILE

Special Prices in Quantities

WATER BOTTLES
HAVERSACKS
SWAGGER-STICKS

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

MILLER MILITARY WALKING BREECHES or "PEG-TOPS"

—the most popular military line yet introduced

Dealers everywhere find Miller Breeches an exceptional seller—the material, "snappy" appearance, fit and comfort of these lines make an immediate appeal to every soldier.

The Men Will Keep Coming Home on Leave from the Summer Camps

Make your Military Department stronger than ever, as most every soldier will want a new outfit when he comes home on leave.
Play up "**Miller Peg-Tops**" and the rest of the **Miller Military Family**, and a big cash business will be yours.
Miller "Rite Fit Spiral" Non-fray Puttees are real big sellers; $21.00 dozen pairs, left and right.

Fox's Puttees.
Straight Puttees, $10.00 to $15.00 per doz.

Haversacks.
Privates' and Officers'.

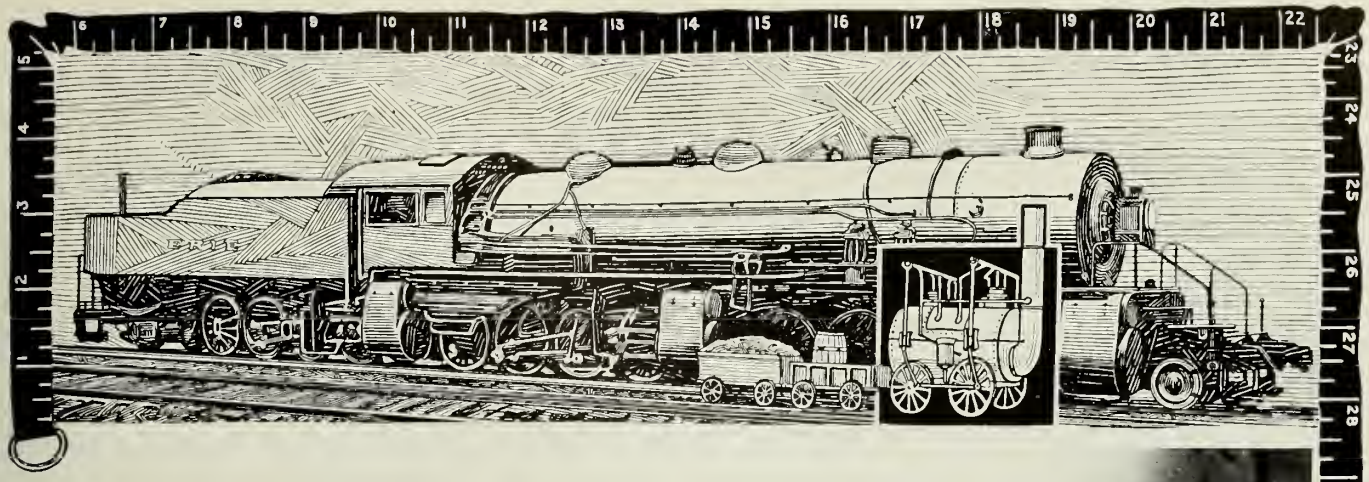
Fatigue Shirts and Trousers.
Officers' Drill Summer Uniforms.

Miller Mfg. Company, Ltd.

44 YORK STREET - - - TORONTO, ONTARIO

Uniform Contractors to the Dominion and Imperial Governments

If any advertisement interests you, tear it out now and place with letters to be answered.



Measuring Lengths and Strengths

THINK of it! The 9-foot locomotive hauling 8,000 pounds. Then a march of a hundred years and the 105-foot locomotive with a hauling capacity of 90,000,000 pounds!

Stifel's Indigo Cloth

Standard for over 75 years

for

Overalls, Jumpers and Uniforms

has been a close traveling companion of the railroad in this march of progress. In the textile field Stifel's Indigo sets the standard for strength, length of service, and fast color. It's the "fabric indestructible" that imitations have never been able to measure up to.

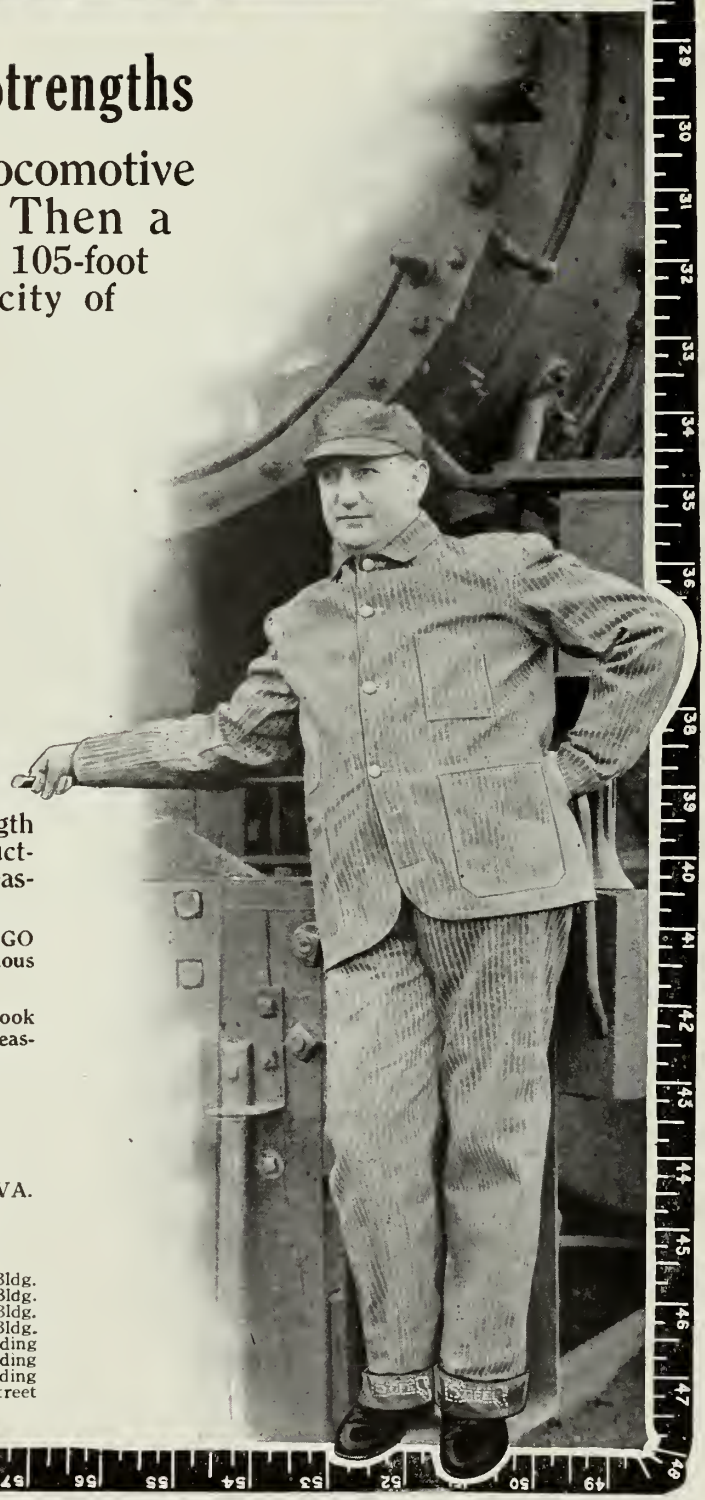
Think of the selling value given garments of STIFEL'S INDIGO —a sales record of over 75 years, and the power of continuous advertising!

This little mark for it on the back ure of satisfaction REGISTERED is your buying signal. Look of the cloth—it means full meas- for you and your customers.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers WHEELING, W. VA.



New York	260-262 Church St.	San Francisco	Postal Tele. Bldg.
Philadelphia	324 Market St.	St. Joseph, Mo.	Saxton Bank Bldg.
Boston	31 Bedford St.	Baltimore	Coca-Cola Bldg.
Chicago	223 W. Jackson Blvd.	St. Louis	928 Victoria Bldg.
St. Paul	238 Endicott Building		
Toronto	14 Manchester Building		
Winnipeg	400 Hammond Building		
Montreal	Room 500, 489 St. Paul Street		

If any advertisement interests you, tear it out now and place with letters to be answered.

Every Tommy needs one

Handy, unbreakable, rustless. **Rogers' Military Service Mirror** is a big favorite with the soldiers everywhere, and military dealers find it one of their most dependable sales bringers.

People are buying them every day to send their soldier friends overseas. Why not secure your share of this steady business? Begin now by ordering a sample dozen.

CANADIAN WM. A. ROGERS
Limited
Toronto - - - Canada

THE WINNERS

CASH'S POPLIN

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL

Smart New Model *for* Boys' Lines

Will help to build up your boys' trade. It's a

DALE

That means perfect workmanship and attractive values.

Let us send you particulars of this model and catalogue.

Canada's Leading Display Fixture House

Dale Wax Figure Co., Limited
106 FRONT ST. EAST, - TORONTO, ONT.

Seasonable Goods for Military and Holiday Camps. The Best in Import and Canadian lines.

See what you require from the following list:

Camp Blankets, all qualities
"Sam Brown" and Money Belts
Summer Shirts and Underwear
Khaki Handkerchiefs and Ties
Haversacks, Redio Cloths
"Soldier's Friend," $6.00 gross
Button Sticks and Royal Polish
Military Books and Badges
Fox's Lightweight Puttees
English Leggings and Spurs
Flannel Trousers
"Aertex" Underwear
Coatless Suspenders, Khaki, etc.

Sole Agents for

Young & Rochester's Shirts,
Aquatite Trench Coats,
The Tress' Official Service Cap,
Unlined Sport Caps.

Wreyford & Co.

Wholesale Military Outfitters and Mfrs.' Agents
85 King Street West Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Front View
Auto Suit or Union Suit

Brotherhood Overalls

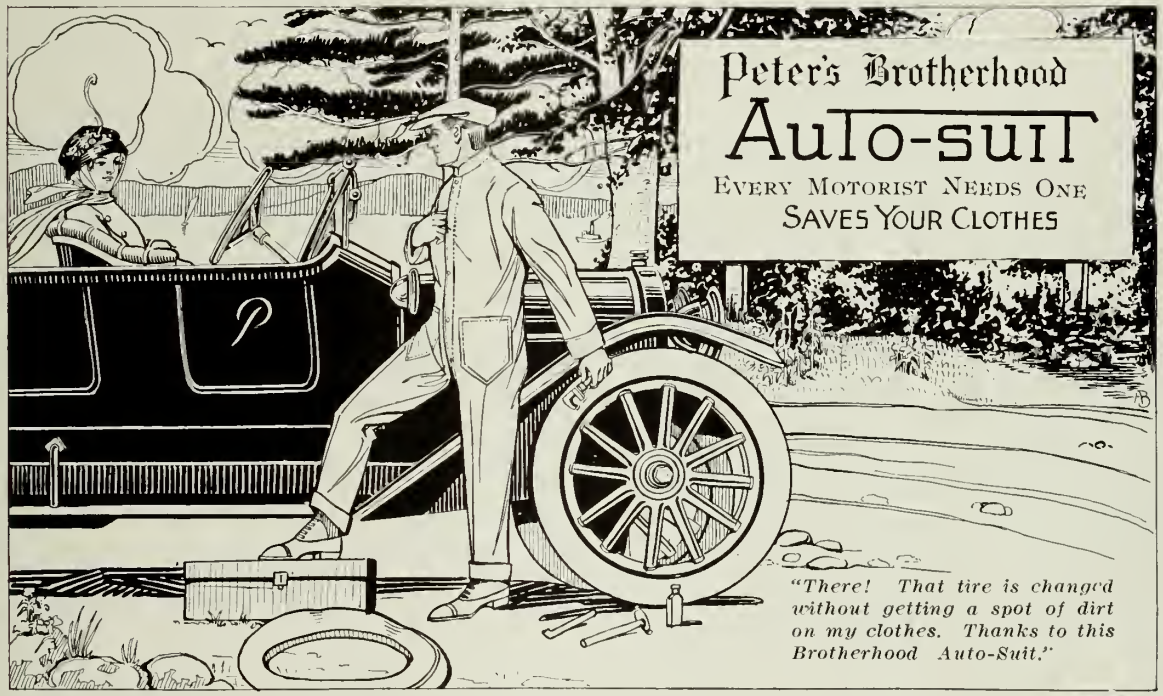
Union Made

are filling the demand for an Auto or Union Suit.

And our plan of selling direct to the trade by eliminating salesmen's expenses and jobber's profits enables us to give our agents the very best quality in overalls, for less money than they would have to pay for inferior brands.

It only costs you a postage stamp to find out how easy it is to increase your customers and profits and cinch the agency for BROTHERHOOD OVERALLS in your community. This agency is open only to one merchant in each town. And we protect him. Here is an opportunity you can't afford to miss.

Mogul Apron


Peter's Brotherhood
Auto-suit
Every Motorist Needs One
Saves Your Clothes
"There! That tire is changed without getting a spot of dirt on my clothes. Thanks to this Brotherhood Auto-Suit."

There is a BROTHERHOOD OVERALL for every requirement. The **Auto Suit**, the first garment of its kind made in Canada, is a splendid idea, one that will appeal to every motorist.

The BROTHERHOOD line embraces Overalls of every description. Smocks, Brownies, Service Coats, Carpenters' Aprons, and Machinists' Aprons. **Quality, Service and Satisfaction** are the outstanding features of Overalls and Auto suits bearing the name "BROTHERHOOD."

Write us now. We will send you a trial order of five dozen. Or, if you prefer it, samples, express paid. Our values will speak for themselves.

H. S. PETERS, LIMITED

WELLAND, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The underwear that clinches the come-back sales by giving perfect satisfaction

Your sales of underwear this Fall will be more profitable if you feature the underwear "that is different." There is extra good quality in "Imperial" Brand, and many exceptionally attractive features such as

Lap Seam Shoulder

Comfort-Fitting Collarette

Snug-Fitting Flap

Closed Crotch

Imperial Knit Cuffs and Anklets

To be had in combination and two-piece suits for men.

Push "Imperial." It's worth while.

KINGSTON HOSIERY CO.

KINGSTON, ONTARIO

ESTABLISHED 1880

KUM-A-PART CUFF BUTTON

TRADE MARK REGISTERED

Pat. No. 12020 Aug. 19, 1902

CLOSED OPEN

Sells at Sight

Stays securely in buttonholes whether fastened or unfastened.

Buttons like a glove.

Makes rolling up sleeves easy.

No chance of losing buttons while sleeves are rolled. No need of forcing hands through buttoned cuffs. Overcomes every disadvantage of old-fashioned buttons.

Just what men are looking for. Supplied in a variety of designs. Three grades—$2.50—$3.75—$4.50 dozen.

Advertising Matter Supplied.

Pearson Bros.

31 Notre Dame St. West, Montreal, Canada

ARMY and NAVY EQUIPMENTS

The oldest and largest manufacturers of Military and Naval Equipments in the world, for

Badges	**Buttons**
Medals	**Swords**
Caps	**Helmets**
Belts	**Gold Laces**
Etc.	**Etc.**

Catalog and prices free on application.

J. R. GAUNT & SON

(CANADA CO.) LIMITED

63-65 Beaver Hall Hill MONTREAL

Also at London, Birmingham, New York, Melbourne, Bombay, etc.

A User of Waterproof Collars

and why he prefers

Challenge Brand

There's the Schoolboy!

—A romping, careless chap to whom a collar is often a yoke. Yet he must wear one—Society says so—Society with a capital S.

A fresh collar for the lad every day? Not on your life! He doesn't want it, and certainly Dad won't stand for it. Three cents for washing and ironing a collar! Whew! Twenty cents a week! Ten dollars a year! for one son's collars! Father can't see it!

The answer is an Arlington Collar—**Challenge Brand.** It looks exactly like a linen collar, having the finish of one; and as for wear, well if your customer wants to buy bonds, get him started by saving three cents a day.

School will reopen very shortly and stiff collars will have to be worn again—and for the school lad the sensible collar is an **Arlington.**

We wonder if you have looked at Schoolboy trade just right. Take it from us, it is mighty good trade to go after. It brings to you the mothers of many sons, and every now and then the mother enters your doors with the father in tow. First thing you know you'll catch a full grown man and all his little men.

But to the point: The right collar for Schoolboys is our Challenge Brand, 25 cent line. Every popular and favored shape. And when it comes to matching Arlington Collars with other makes of Waterproof collars, remember that our collars are one-third heavier than the same priced competitive collar.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

GLACIER SILKS

New
Fall Designs

Beautiful, rich Swiss Silks in newest creations for Fall trade.

We are showing "Seventy-five" different designs—in our own special colors.

Our travellers now on their territory with full range for Fall.

Be sure to see these "Glacier Silks"—you will not be disappointed.

E. & S. Currie Limited

Manufacturers of Neckwear

Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Every Merchant Who Sells Overalls Can Swell

Canada's Tobacco Fund

Organized by the Over-Seas Club
Patron — His Majesty the King

Help us to take advantage of the generous offer of the manufacturers of

Peabodys Overalls

and work clothes to assist us in supplying TOBACCO for the Soldiers.

You are asked to help by collecting the tickets from every Peabody garment you sell.

"DO YOUR BIT"

The Peabodys Company will pay into the Over-Seas Club Tobacco Fund $.01 for each Peabody Overall Ticket turned in.

The Peabodys manufacture about one million garments a year, which, with your help, can mean 40,000 packages of tobacco for Canada's brave sons.

The Over-Seas Club is supplying "Made in Canada" tobacco, and can send for 25 cents as much as you can buy and send for $1.00.

The soldiers have no opportunity to buy it over there—let us do our part.

Twenty-five tickets supply one soldier with a week's outfit.

Here is the famous Overall Ticket which sends Tobacco to the Soldiers

Read what they say:--

Pte. Edward Henneberry, 25th Regt. Can. Comp. Co.:—"There is no gift more appreciated on active service than tobacco."

Pte. A. Melhurst, No. 402,450, 1st Can. Batt., No. 4 Co.:—"What the life out here would be like without something to smoke I cannot tell."

Lieut.-Col. W. H. Harrison, O.C. Div. Amm. Col., 2nd Can. Div.:—"A Tommy cannot carry on without tobacco."

The Peabodys Sale Corp. Ltd., Walkerville, Ont., will upon request furnish to you advertising literature, store-cards, ticket box, plans and complete outfit of window display matter.

If you will co-operate, don't delay, but write at once direct to the Peabodys Sales Corp. Ltd., Walkerville, Ont., or—

CANADA'S TOBACCO FUND

Organized by
THE OVER-SEAS CLUB

Francis R. Jones
Organizing Secretary

Windsor Hotel, Montreal, Que.

Just what you need to sell more caps

The handsome cap stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all of his size carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5' 8" high, 27" wide, and contains 18 spaces to display 15 dozen caps. Sells at $25.00.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

Miller and Company
Sault Ste. Marie, Ont.

The Lace Goods Co., Ltd.

Importers and Manufacturers' Agents

MEN'S
HANDKERCHIEFS
We Sell Them—the Right Kind

KHAKI
HANDKERCHIEFS

All Qualities Now in Stock
75c., 95c., $1.10, $1.45, $1.85

Mail Orders Receive Special Attention

The Lace Goods Co., Ltd.
Empire Building ∴ Toronto, Canada

Helps to Sell Boys' Suits

"GOVERNOR" FASTENERS

FOR BOYS' KNICKERBOCKERS

have met with the greatest approval everywhere as being the only device proved perfect for adjusting knickerbockers about the boy's leg.

No Straps to tear. No Buckles or Buttons to fall off. **Guaranteed to outlast the Pants itself. Instantly adjusted. Fits fat or thin legs.** It saves the boy discomfort, and the mother annoyance.

Ask your clothier to furnish your Boys' suits with the "Governor" Fastener, because it helps to sell the suits.

The Governor Fastener Co. of Canada, Limited
46 St. Alexander Street
MONTREAL

The Jackson Manufacturing Company, Limited

CLINTON, - - ONTARIO

Factories at Clinton, Goderich, Exeter and Seaforth

Makers of the Celebrated

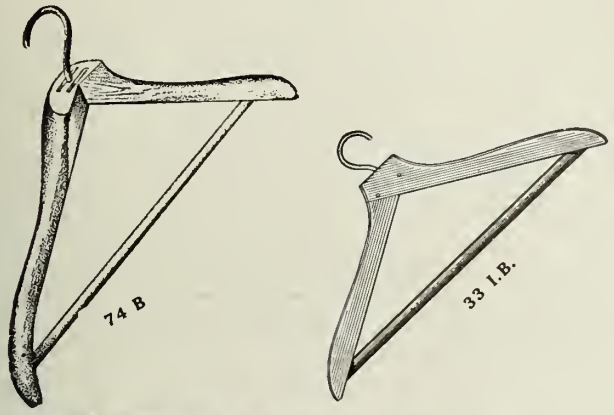
"LION" BRAND *of* BOYS' CLOTHING

We are Specialists in Boys' Suits and odd Knickers

The Largest Exclusive Boys' House in Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Here are two lines that should be installed in every well-ordered Men's Wear Store



Taylor Perfect Coat Hangers

Made in many different styles, these coat hangers will be found excellent value. The Service rendered to dealer will quickly cover their very moderate cost. Here are some of these big values:

No. 33 I.B.—Combination Suit Hanger, per 100 .. $ 7.50
No. 33 B.—Boys', 15 inches wide, per 100..... 7.50
No. 74 B.—Combination Suit Hanger, with inserted Trouser Bar, per 100 .... 12.50

Taylor Wood Display Fixtures

—the very thing that every window man will appreciate. They offer a splendid scope for individual and attractive display.

Every fixture is finished in new Fumed Oak. Ready for **Immediate Delivery.** We make special finishes to order.

It will pay you to get in touch with our values and prepare for bigger Fall and Winter Selling. A postcard will bring you our complete catalog containing many valuable "tips" for better window and store display.

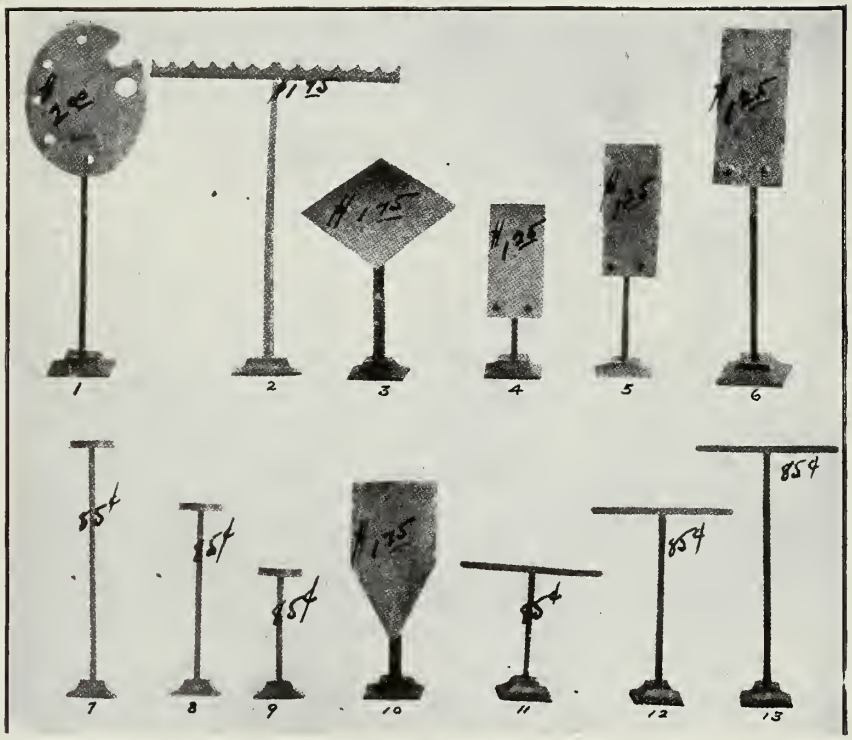
A Perfect Garment Rack

Made of Polished Steel Tubing.

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers:

Six feet long, six-post $13.00
Eight feet long, six-post 14.00
Ten feet long, six-post 15.00

Suit racks, 5 feet high, 26 inches wide. Overcoat and Ladies' Garments 6 feet high.



The Taylor Manufacturing Co.

43 Hughson Street
HAMILTON, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

August 30 is the Day

Then will appear Men's Wear Review's big issue of the year, the September Spring Buying and Fall Merchandising Number.

From all parts of Canada we are gathering information which will be of value at this important season, and in this September Number you'll see the result.

Our departments will deal fully with Spring styles.

The latest information on price changes will be given, and price tendencies noted.

Plans for increasing Fall sales, as formed by some progressive merchants, will be outlined.

Business-bringing Window Trims will be illustrated.

In short, the issue will give what you want.

And you'll get wonderful assistance from the advertisements in this number. The manufacturers and wholesalers will be using it to tell you of their new lines—will be telling of their goods, so that your young clerks will understand and be able to explain these better.

You'll get a world of valuable information from the advertisements.

Remember the date of the issue, August 30.

The Deacon SHIRT

For Working Men and Fighting Men

The Deacon Working Shirt is made in a great variety of styles to meet the needs of the man or boy at work or play. The "Deacon" is an easy-fitting shirt, made of oxfords, drills, sateens and flannels, to sell at popular prices.

The Officers' Military Shirt here shown is strictly regulation style. We know the needs of soldiers and officers and make several lines of Khaki Flannel Shirts strictly according to regulations.

The Officers' Shirt illustrated is made in coat style, with neckband and two separate collars (either round or square corners), shoulder straps, military bellows pockets with tunic flaps.

Send trial order.

Stock *the Deacon Line* for right fit and satisfaction.

Officers' Military Shirt

DEACON SHIRT CO., - - BELLEVILLE, ONT.

Your Spare Time

IN EXCHANGE

For Our Money

Will you exchange a part of your spare time for our money? Does it interest you to know that we are employing hundreds of men and women, right here in Canada, to represent us during spare time and "off hours." For their otherwise leisure hours, our representatives are greatly increasing their regular incomes. A number of our best representatives find that their spare-time efforts earn for them more than their regular occupations.

Our plan takes no time from your regular duties — your spare time is all we want at present. Are you willing to exchange it for cash, providing we prove to you that money can be made? Supposing you write us a line by return mail and say, "Send full particulars regarding your spare-time, money-earning plan," *that will do.*

The MacLean Publishing Co., Ltd.

143-153 UNIVERSITY AVE. - - TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

The H.G.B. Boys

Made out of Wool Khaki in ages from 3 to 10

Preparedness??

Now is the time to begin to think about your Fall requirements in the Boys' uniform lines. We have been very successful with this line ever since we put it on the market, and at times have been compelled to delay repeats 3 to 4 weeks owing to the very big demand from all over Canada.

Order now and be prepared

HELLEUR, GARIEPY & BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes

16 Craig Street West - - MONTREAL, Quebec

"Craftana"

Registered No. 262,00

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

An Extra $5 or $10 Every Week

Quite a bit extra, isn't it? Would you like to have that much coming to you regularly every week, entirely in addition to your weekly pay envelope? Of course you would.

Well now, write us and we will be glad to send you full particulars of our plan—the very same proposition that has proven so successful with hundreds of our representatives. You can read it and apply it right in your own home district. Your spare time is all that's needed. Write us to-day,—next week you'll be earning more money.

The MacLean Publishing Co.,

LIMITED

143-153 University Ave.

TORONTO - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Fit-rite
TAILORED CLOTHES FOR MEN

THE unsettled conditions created by the war make it more important than ever for a retail clothing merchant to have the support of a strong, reliable manufacturer.

Fit-rite Tailoring agents not only have the support of the largest wholesale tailoring firm in Canada, but also the local prestige created by the excellent styles, high-grade fabrics and reasonable prices of Fit-rite tailored clothes.

Write for full particulars.

John W. Peck & Co., Limited

MONTREAL WINNIPEG VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.

Autumn 1916 Announcement

The new Autumn and Winter Style-

W.G.R. Collar

STRAND

"MADE IN CANADA"

Embodying the Latest Fashion Ideas

Will be ready for delivery to Mens Wear Stores throughout Canada on

Sept. the 15th

The Williams Greene & Rome Co., Limited.
Makers of Fine Shirts

Warehouses: Kitchener, Winnipeg and Vancouver

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 7 TORONTO, AUGUST, 1916 No. 8

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Bigger Sizes Than Ever in Boys' Suits.....*Opinion of Ludlow Bros.*

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*

H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

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C. W. Byers, *Western Representative.* J. J. Butler, *Western Ontario Representative.*

Fred McLaughlin, *Eastern Ontario Representative.*

CHIEF OFFICES

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024. Cleveland, Ohio, R. G. Langrill, 3112 Euclid Ave., Telephone, Prospect 1026 R.

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PATENT NO. 158935
NOV. 10TH 1914
ONE BUTTON
Hatch
UNION SUIT
YORK KNITTING MILLS LTD
CANADIAN LICENSEE

THE YORK KNITTING MILLS, LIMITED, TORONTO

Manufacturers of HATCH One Button Combinations and Sleepers

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, AUGUST, 1916 NO. 8

CHANGES IN HAMILTON'S MEN'S WEAR TRADE

One New Firm Starts and Several Stores Add New Departments — Window Trimmers Move

CHANGES of importance have taken place in the men's wear trade of Hamilton, during the month. Doubtless these have been under consideration for some little time, but nothing became generally known until early in July.

In June there came the announcement that the partnership of Begg and Shannon was being dissolved, and since the July issue of Men's Wear Review went to press comes definite knowledge that as well as Mr. Begg continuing Mr. Shannon will also retain his connection with the men's wear trade in Hamilton.

But these are not all the changes taking place. Briefly, the situation may be outlined as follows.

Begg and Shannon partnership dissolved, Mr. Begg continuing under the name of Begg and Company. The stand to be the same.

Mr. Shannon, going into business under the name of Shannon and Grant, having W. L. Grant and W. F. Quinn associated with him as directors.

The firm of Shannon and Grant takes over the stand on James Street North, formerly occupied by Jim Joy.

Mr. Joy will continue in the clothing and men's wear business, probably, also securing a place of business in the Lister Block, a centre for the men's wear trade of Hamilton.

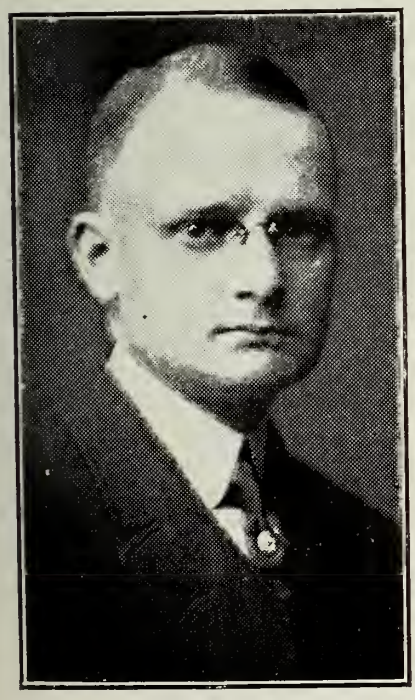
Dunfields, who have been carrying on a furnishing business in the front of the Fashion Craft Store, King Street East, are leaving Hamilton.

Fashion Craft are taking over the entire store, the additional room having proved necessary.

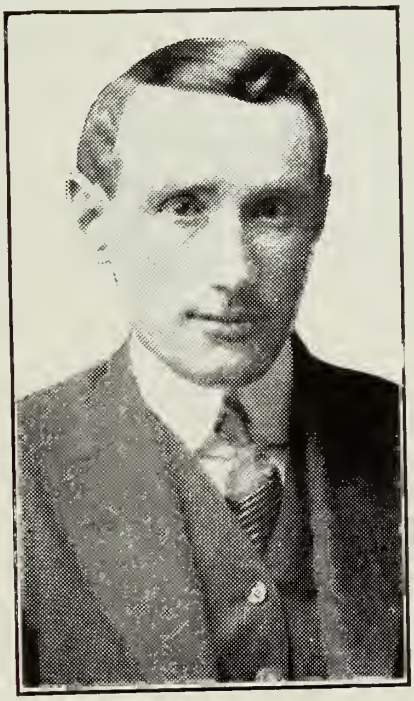
W. F. Rogers, who has been in charge of Dunfield's Hamilton business is going to open a men's wear department in connection with the Scottish Woolen Mills in the Lister Block.

H. Lindsay, with Mr. Tobey, as window trimmer, is going to the Grafton firm to act in the same capacity.

DIRECTORS OF NEW HAMILTON FIRM



C. R. SHANNON.



W. L. GRANT.

W. F. QUINN.

Fred Petrie goes from R. MacKay & Co., to take charge of the Fashion Craft windows.

In brief such are the changes. A little fuller information, however, will be of interest.

The new firm of Shannon and Grant opened for business early in July with a sale of Mr. Joy's stock. The store was crowded.

Plans are underway for enlarging the store, which is already commodious, having the splendid windows which its corner position allows. The side windows are to be made still larger. As two stores at the back are to be taken in. These alterations will take time, but the hope is to have the store in finished shape by September first, ready for a good start at the Fall trade.

The intention is to handle men's and boys' clothing, children's clothing, men's and boys' furnishings, hats and men's and boys' shoes. The 20th Century Agency, formerly held by Begg and Shannon, has been secured by Mr. Shannon.

Shannon, Grant and Quinn seems a pretty strong combination. All have been associated in a business way for a long time.

For over twelve years Mr. Grant has been in the men's clothing department of the old firm of Begg and Shannon—joining that firm three weeks after it opened. For the past five years he has been manager and buyer of that department.

Mr. Quinn is given credit with building up the children's business in the old Begg and Shannon firm. He was head salesman and buyer of that department.

Mr. Joy, whose store is being taken over by this new firm of Shannon & Grant, will, as has been said, continue; but is not yet definitely decided on his new location. He will retain the agency for the Thornton and Douglas line of clothing, and will carry a general furnishing line.

E. E. Bell, manager of Fashion Craft's Hamilton store, states that the rearrangement being made then will probably be completed by the middle of August. More room has been needed for the clothing department, and the fixtures necessary to allow of an increased stock are already being planned.

While the Dunfield business—which has been carried on in the front of this King Street East store—is being discontinued, this does not mean that furnishings will not be sold here. Fashion Craft intend carrying furnishings of popular price. Hats will not be carried.

OPPOSE SALES OF STRAW HATS

These Unnecessary, Destroy Profit and Kill Business in the Best Months—Men Do Not Now Buy Only One Straw Hat a Season—The Problem of Varying Size Demand.

Based on an interview with J. H. Rubine, Manager Hat Department, Goodwins, Limited, Montreal.

GOODWIN'S Limited, is opposed to straw hat sales, and further more, sees no necessity for them and does not intend to hold any.

July 1st, instead of representing the top of the peak of the straw business, should represent about the middle of the upward incline in the sales chart. This date, that is reached by the average retailer in a state of mind bordering on panic as he begins to watch his competitors for signs of the inevitable straw sale, should instead be the date of the beginning of the biggest straw sales. This argument is based on the soundest logic. July and August are the hottest months; straw hats are so cheap and smart dressing so prevalent that many men now purchase two or three hats in a season and those that do not do so are by way of becoming educated to it. Cleaning, however good, only restores a hat for a few days; the first rain bleaches it yellow again.

By carrying a big line of $1.00, $1.50 and $2.00 hats the merchant can turn over the line better than two times without a cut price sale. This at least is the course of reasoning that governs Goodwin's Ltd.

Cheaper Hats Wanted

The demand for high-priced straw hats has declined noticeably and men incline more and more to buying two or three cheap hats than to buying an expensive one that must be cleaned if the value is to be had out of it. If this trend in buying is developed by the retailer, there is no reason why the Summer business should not run on into the middle of August.

At present, Goodwin's Ltd., is not planning any sales of Summer stuff with the one exception of odd or broken lines which cannot be filled up. These are cleared off the counters at any price, irrespective of cost or selling price. Otherwise the feeling for price maintenance is most firm. Furthermore, this feeling is spreading in both the United States and Canada. The tendency is to get away from sales.

If, instead of getting cold feet when July 1st rolls around the retailer would stop to think that this is just the beginning of the men's Summer season, and that even the sales-educated man will not go Summer hatless too long

A word should be said here—a word of cheer. In Ontario as in Quebec, and in Western Canada, too, slaughter sales of straw hats have been delayed as never before.

True, the weather may have been responsible to a considerable extent. So wet and cold was the early season that straws did not sell to any extent until well on in June. Then came real summer weather, and the demand for straws burst forth.

But it is a fact that in many places merchants have formed a tentative agreement to delay slaughter sales until August at least. Let one break the agreement, and sales will doubtless become general; but it does seem a better spirit of co-operation has been reached on this point—that merchants are more generally appreciating what is emphasized in the accompanying article, namely, that men are coming to buy two or three straw hats in the season, rather than have one cleaned and re-cleaned. It does seem that a step forward has been made in straw hat merchandizing—a step which should lead to still greater things next year.

Trade Bringing Hat and Cap Trim

Certainly W. Reeves, 89 St. Lawrence Boulevard, Montreal, is a believer in price cards—yet, as this illustration of one of his trims shows, the use of these does not detract from the appearance of the window. Men are said to be the greatest window shoppers in the world—and no wonder this display brought business.

while awaiting the Summer sales, he would realize that he is in a very strong position.

The same thing applies to all Summer lines. Bathing does not really set in until July. The biggest buyers are now begging the mills for delivery on bathing suits and many other hot weather lines. In view of that fact it would be suicidal to turn around and clear the stock off at a sacrifice once it is received.

No Need for Sacrifice Sales.

The man with goods to-day does not require to give special sales, but only to let the people know he has them. Every one is looking for goods, and nearly every retailer is opposed to sales. He rushes into them because he fears others are about to do so. It is time a more constructive method replaced the destructive one.

Possibly another important factor in this case is the fact that some merchants place too high a value on their stock early in the season, restrict sales and thus are forced eventually to make wholesale reductions, thus reducing the general average price on a smaller volume of business than would have been done if a reasonable price had been set in the first place, and adhered to throughout the season. The relation of the merchant to the general public is such that what helps the latter, benefits the former. And the reverse is equally true. Hence the most selfish reasoning would dictate that it is sound policy on the merchant's part to protect the public in every possible way, buy close and avoid imposition of statement or price.

Big Increase Noted

Our straw hat purchases were over three times what they were last year and it looks as though we will be cleared out while the season is still young. Panama sales in particular were very good. This is chiefly owing to the fact that buying preparations were made early, plans were laid and carried out last year. The buying agencies in London who see the hats as soon as they are shown to the jobbing trade, selected samples suitable for the Canadian trade and mailed them to us so that orders were placed early and goods received in time to push the line before the season opened this Spring. This resulted in the public being impressed with the fact that the goods were here.

Straw hats were featured by us two weeks ahead of the other stores. They were first shown in an introductory way on April 15—afterwards occasionally with other lines, so as to keep people reminded that they were on hand. The first big showing was made on May 1. The idea was to impress upon the public that the hats were here, thus creating our own individual demand—a task which was made easier by the fact that other stores were not featuring this line on account of the bad weather.

The consequence was that we began to sell hats one week before the other stores and got rid of 140 dozen in that week. Then we settled down to the normal competitive trade.

Huge Demand for Small Sizes

The small sizes have practically all gone, and this condition appears to have been general in Montreal, presumably as a result of recruiting as no other large movement affecting the general buying public has occurred. This feature, however, is not new. It is simply more pronounced than usual. No two successive seasons appear to call for the same sizes in hats or shirts. In the latter the call has been known to jump from 14½ one year to 16 the next. Hosiery lines appear to be less affected.

This change in sizes which will be in especial demand constitutes one of the hardest problems in buying lines so affected. The plan adopted here is to keep a record of sales so as to scale hat sizes for the next year along the lines of a scale worked out by Eaton's, Gordon McKay and A. T. Reid for initial handkerchiefs. Even so comprehensive a scale as that would not apply in French Quebec.

The present plans for next year include a use of 1914 and 1915 sale in hats as a basis for determining the sizes which will be wanted for the same general circumstances govern now as then and all buying must take these circumstances into account. Even the ending of the war would only alter this fact to a limited extent, as some time will elapse before the soldiers return to civil life. A further change will be necessary then of course.

Protecting the Customer

Stocks in the men's wear department of this store have been largely increased during the war in order that low-priced reserves might be on hand during the period of an advancing market. This plan provides protection for the customer, as the merchants function is to serve in order to make a profit for the customer there is a moral obligation on his part to buy wisely, else he is not serving—only robbing. This policy is expected to gain customer-confidence on the basis of giving them the benefit of a large buyer's hard-bought knowledge.

Hats for 1917

Wholesalers and retailers unite in speaking of the amazing call for small size straws this year, and predicting a further demand for them. An unusually large Panama business is reported on all sides and importers are planning for this demand to continue next year. Flat and pencil brims are being given special attention in next year's orders.

IS COMPULSION COMING?

Preliminary steps were taken by the Montreal Board of Trade Committee on Recruiting yesterday with regard to a movement which is expected to go far in the direction of filling the places of men fit to serve at the front by returned soldiers and men who have offered their services but have been found physically unfit. This move at present has only gone as far as the munition factories, but it is expected to spread amongst other employers of labor, to a certain extent. It is hoped by those behind it that its ultimate result will be that the man physically fit, and not otherwise prevented from serving at the front, will be forced out of their jobs, and their places taken by men who have done service or tried to go to the front. The idea is not Government conscription, but a somewhat severe form of compulsion on the part of employers, in order to ensure that men who should be at the front are at least not taking the work that might be done by men who have been in the trenches, or who have shown their desire to serve.

In addition to Mr. Huntly Drummond, of the Board of Trade Committee on Recruiting, representatives from the following companies were present at the meeting: Northern Electric Company, Montreal Locomotive Works, Darling Bros., Steel Co. of Canada, St. Lawrence Machinery Co., B. W. Coughlin Co., Canada Tube and Iron Co., Dominion Bridge Co., Canadian Car and Foundry Co., John McDougall Caledonian Iron Works.

After considerable discussion it was suggested by the chairman that Lieut.-Col. Clarence F. Smith, president of the St. Lawrence Machinery Co., form a committee representative of the leading munition manufacturers of Montreal and district, in accordance with the lines personally set forth, and also to generally go into the entire matter of the interests of the munition manufacturers with regard to recruiting.

WORKERS ON GLOVES BADLY NEEDED

Big Opportunity For Increasing Canadian Production of This Line, But Laborers Are Few and the Labor Highly Developed—The Story of Glove Making.

One of Men's Wear Review's Series on Processes of Manufacture.

ONE of the prime causes of the present glove situation is the shortage of skins. It is commonly reported that tanners could sell at least ten times the present output of American and Canadian factories. Formerly, 75% of the leather used in gloves was imported, but now that no dressed leather is coming forward from Europe the burden of the production has fallen back upon the United States and Canada, chiefly the former, of course. Unfortunately, the task is beyond these countries. They cannot begin to dress all the leather required.

The embargo recently placed on French goods has been one of the severest blows at the trade as it kills all supplies of wash capes and skins.

New interest has naturally been created in Canadian and American glove making by these conditions, and drafts of skilled workers are constantly being received here from Gloversville, New York, with the object of creating a nucleus around which to build up a greater quantity of skilled labor for the permanent upbuilding of the industry.

A Case of Individual Work

Each factory has its own standards and methods. There is no standardization except in a very general way. The whole operation of glove making is such that each operation depends to a very great extent upon the individual skill of the operators, and is thus not amenable to rigid rules.

Manufacturers maintain agents throughout the country, continually marking down their game—all available skins. These buyers may go for months without buying. It is only when the market takes a favorable turn that the word goes out to buy. They sweep the country bare, buying every lot offered of all they have spotted in the long period of preparation.

The skins are then stored in warehouses, and held for varying and indefinite periods, according to the needs of the moment. But irrespective of the duration of this storage, each skin is turned every week, as long as it remains there, in order to prevent any mouldiness developing through lack of air. This is absolutely necessary, as the skins are naturally full of fatty animal matter. Unless great care is exercised while in storage, the skins become worm eaten or are ruined entirely by the decaying of the animal matter.

If being kept for export, however, the skins are salted or pickled, to guard against deterioration.

Keep Track of Each Skin

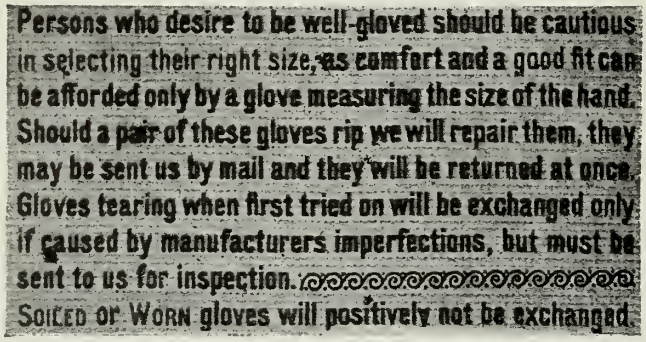
When the time comes to prepare the skins for cutting, they are sorted and graded, and each skin numbered and registered in a book that eventually contains detailed information as to the number and value of gloves made from each skin.

The first treatment consists of burning all the animal matter out of the skins by soaking them in vats containing mixtures of urine and chemicals which will digest the fats. After this they are washed in a cleansing solution and then dried.

This operation leaves the skin in a very dry and porous condition, and the next task is to give to it its former natural, pliable quality. The operation is generally spoken of as feeding up. In England the skins are usually soaked in a malt mixture for this purpose. Elsewhere a solution which largely consists of the whites of eggs is used, especially is this used in the case of white gloves. Of all varieties, duck eggs are considered the most valuable for this purpose.

Sorting for Grades

The skins are now sorted again into three groups; the very clear skins that show few fever spots and other defects, are used for the making of white gloves. Medium


Persons who desire to be well-gloved should be cautious in selecting their right size, as comfort and a good fit can be afforded only by a glove measuring the size of the hand.
Should a pair of these gloves rip we will repair them, they may be sent us by mail and they will be returned at once.
Gloves tearing when first tried on will be exchanged only if caused by manufacturers imperfections, but must be sent to us for inspection.
Soiled or Worn gloves will positively not be exchanged.

The guarantee which has, it is said, been abused, and which will have to be modified or given over altogether.

grades are used for tans and greys, and the poorest quality for blacks. The last two classes are resorted and subdivided into classes for various gloves. Thus for the pique sewn glove a very light, good quality skin is used; for the P X M sewn gloves a heavier skin is employed. In the cape leather the flesh side is used for suede glove-making, and the raw side for the grain or glace glove.

As nearly all skins show defects, the art of cutting so as to hide them in the finished article becomes of prime importance. The idea is to cut the glove in such a way as to avoid the defects and yet to so conserve the native elasticity that the glove will fit snugly to the hand. The grain must run up and down the length, the fingers be of the correct length—to a shade and so on ad infinitum. These things go to make the difference between good and poor gloves, but it is when they are put to the test of wear that a gloves real value may be discovered. In the show case they all look of equal worth, but only use can definitely determine the extremes of looseness or tightness and the hundred and one other details that go to mar the glove.

Value of Advertised Line

It is for this reason that well-informed persons advocate the handling of well-advertised lines that must have good workmanship in them, for in gloves more than in most articles there is ample opportunity for inferior workmanship that is not evident even to the trained eye. A prominent manufacturer says:

"We could in many cases handle the product of small manufacturers at less cost than we can manufacture ourselves under prevailing conditions, but to do so would only invite returns and general dissatisfaction, because,

Continued on page 40.

Gossip of the Trade

By C.W.B.

Guarantee on Gloves Likely to be Discontinued—Will Colors be Fewer?

WITH the improved, well nigh perfect weather of the past few weeks, there has been a very decided improvement in business in men's wear lines. This, following the unsatisfactory spring business that resulted from the uncertain weather, is enabling merchants to make up for the losses sustained in late May and June. In addition, supplies have been coming forward much more freely, as a result of an improved ocean freight condition. The difference this makes is seen in the quantity of new British goods shown.

Guarantee on Gloves

The feature of this month's news is undoubtedly the policy under discussion by manufacturers of gloves, who are considering but have not yet decided on a proposal to discontinue the present guarantee of all leather gloves. The movement is yet in its infancy, but if carried out will entail a complete reversion of policy that will affect the entire trade, as it will shift the responsibility from the manufacturer to the merchant.

Manufacturers state that this movement has grown up as a direct result of an abuse of the guarantee by customers, who were rather encouraged in it than otherwise by merchants who guaranteed gloves to wear for ever. A guarantee that was meant to have covered only imperfections of manufacture, it is stated, has been stretched to cover the natural wearing out of the glove.

It is quite possible that the present condition of the glove market has influenced manufacturers very largely, leading them to consider the abolition of the guarantee. They are now overwhelmed with orders and turning away business every day. Moreover, prices on what are selling are not regarded as satisfactory by them. Silks and woolen gloves will not be affected by the new ruling if it is enforced, as the present guarantee for them refers only to the tips, whilst the guarantee for leather gloves covers the whole question.

Glove Stocks Low

Stocks continue to grow smaller, and the statement by a leading glove manufacturer that he has less than half the stock of last year although doing a 10% bigger business is indicative of the general condition. This manufacturer is well covered for next year in silk gloves and cotton, lisle and silk hosiery, but future supplies of chamoisette and leather gloves are said to be doubtful.

Sales of straw hats have not averaged quite as well as last year, owing to the inclement weather, but the business done has lately become satisfactory, nevertheless, and although as far as is known no definite plans have yet been made, the sentiment of all the stores interviewed was for delaying the Summer straw sales as late as possible. Yet such is the competition in this respect that an early sale by one will undoubtedly cause all the other merchants to do likewise.

A remarkable feature of this year's business is the fact that small sizes have been exhausted in almost every case. There are very few straw hats of less than No. 7 size in Montreal to-day, and there is much speculation as to the possible relation of recruiting to this fact.

Sailors, as usual, went best, and Panama sales were fair, but not at all in proportion to their sale to the women in dry goods stores where there has been a veritable run on Panamas.

Men's office lines are in good demand, particularly coats, and it is a common sight to see men who are otherwise smartly dressed appearing on the streets or at a hasty lunch in office coats; while the practice of wearing them at work has extended to the most conservative and well-to-do classes as well as elevator men and office boys.

Collar Sales Unaffected

The recent advance in collars was effected simultaneously by the entire trade in all its branches, and in no case has there been any report of dissatisfaction nor of any decrease in sales. The duplication of this policy in the United States on July 1 has tended to add to the strength of it here, and increase speculation as to just how far the movement will extend in staple lines of a standard price that are well known to the trade.

The tendency toward substitutes is also receiving some attention. The wood fibre trunks have made a great hit, both on account of their cheapness and durability; a new line of heavy canvas substitute for leather in suit cases was noted the other day. Advances of $1.00 a pair are again talked of by shoe manufacturers, so that there is double interest in the announcement that a large American rubber company has perfected a cheap and thoroughly satisfactory composition substitute for leather shoe soles.

A development of the season is the increasing number of

(Continued on page 40)

LACK OF NEEDLES AGGRAVATES KNIT GOODS SCARCITY

German Supplies, of Course, Are Unavailable, and Not Sufficient Needles in Country to Meet Demand—As Result Machines Are Standing Idle.

ALWAYS it is a serious matter to have machinery standing idle, but especially so at a time like the present when the output of every bit of plant in the country is so urgently needed.

Nothing perhaps, is in greater demand at the present time than knit goods of all character; the difficulties of getting raw material and of securing competent labor is making it exceedingly difficult for manufacturers to keep their output sufficient to meet the abnormal demands. To add to their difficulties many of them are finding it absolutely necessary to let the expensive machines lie idle because of the huge difficulties in securing needles.

Man Collects What He Can

Needles for knitting goods have been largely secured from Germany. They were bought before the war at prices varying from $12 to $18 per 1,000, but are now off the market. Literally, knitting manufacturers are going into the highways and byways in search of needles. A big concern operating in Hamilton has a man going around among the jobbers, knitters and manufacturers of United States buying up what he can get. This man takes a bag along with him. If he finds a wholesaler who has a few needles, he asks the price of them. If the price is $20, the man buys them and takes the needles with him. If the price is $60 he buys them just the same, and puts the needles—as many as he can get—in his bag. The thing is to get the needles.

Price Not the Consideration

Manufacturers state that they would be much ahead of the game to pay $100 for such needles as they secured before the war. The additional cost is not really very much, and it would be much more than offset by greater productiveness. With needles being turned out by inexperienced people and apparently made of poorer steel than formerly, the quality is not very good and breakages result which require resetting of machines, and which may result in a good deal of spoiled knitting before the break is noticed and remedied.

Factories are Borrowing

Knitting factories are doing everything they can to help one another out. For instance, some mills have needles suitable for a certain machine they are not using. They will give these to mills who have the need of such needles, and accept from these mills other needles which are pressingly needed in their plant.

But in spite of everything which can be done there are knitting machines standing idle because the proper needles cannot be secured. One Canadian concern, for instance, had bought two English knitting machines just before the war. They only got a few dozen needles with these at the time, and since then have been unable to get new needles of the required pattern. The result is that the machines, which not only represent a considerable investment,—but the production of which is pressingly needed—are standing idle.

Plant at Paris, Ont.

The needle scarcity does not seem likely to work out its own relief at once. There is talk of a concern starting in Paris, Ont., to make needles for knitting machines. It will be some little time, however, before it can do very good work, and for the time being Canadian knitters have to depend upon what they can get from the one Canadian concern manufacturing the line in Quebec province, and from the American mills.

SLAUGHTERING SOCKS WHICH CAN NOT BE REPLACED

Doubtful Methods Employed at Hamilton Sale—Great Scarcity of All Cashmere Hose

EVEN in these days, when retailers are experiencing great difficulty in getting their goods, it is surprising the slaughter prices sometimes put upon stock. In Hamilton, this month, there have been several sales, and at one of these cashmere socks were offered at prices from 19c to 29c.

A man who knows socks when he sees them was in this store and picked out some pairs at 29c which he says cannot be bought at the present time, no matter what the price, and which could be sold at 50c as a bargain. It is just a question if selling such a line at 29 cents is particularly good business. The firm, of course, wanted to move its stock rapidly, but after all, lines such as this could have been carried to any other place where the firm intended carrying on business, or could have been sold out at a much better figure and almost as rapidly.

The huge demand which there is for cashmere at the present time, is indicated by a hosiery manufacturer who has not done much in that line, but who recently got a good offer on some wool and decided to make up some hose.

A price of $3 was put upon this line, which the manufacturer is frank to say would not have sold at $1.50 per dozen under ordinary conditions. He says buyers came in to see these, inquired the price, and at once placed orders, although saying that the stuff wasn't worth the figure asked under ordinary conditions. Of course, the manufacturer had the satisfaction of being able to reply that he knew the goods were not worth it under ordinary conditions, but neither was wool worth what he was paying, under ordinary conditions. The sequel of this story is that shortly after buyers from various Canadian houses had taken the entire stock of $3 cashmere hose, a buyer from Australia came in, and seeing some of this, offered to give a premium above the $3 to secure it.

This indicates pretty clearly that while there is some difficulty in getting hosiery in Canada, it is as nothing compared with the difficulty which is being experienced in Australia—the country from which the wool comes.

By the way, there is a report which seems authentic that United States houses have ordered six million bales of wool from Australia, whereas usually their order would be about 60,000 bales annually.

REFUND MONEY ON REQUEST, SAY MANY

Even if the Customer's Attitude is Unreasonable He Should be Satisfied — Opinions of Many Merchants on This Point.

FACING a future, in the foreground of which further advances in prices are to be seen, and the background of which is clouded in uncertainty, what should be the attitude of the men's wear trade, as regard prices?

In other words, should a men's wear dealer turn over to his customer goods which he has carried from a former year, and which he bought at prices much better than are possible to-day, at a fair profit upon to-day's prices, or at a fair profit upon the lower price at which he secured the goods, eight, ten or twelve months ago?

Or should some action, perhaps mid-way between these extremes be taken by the merchants—that is, should he give his customer a part of the benefit from his having bought at a better price than is to-day possible, and should he get a part of the benefit of this fortunate purchase himself?

ARE you much troubled by customers who make a purchase, and then shortly afterwards wish to return the goods?

On the whole, men's wear dealers have little difficulty in this respect, but the problem is a serious one when it does present itself.

What should be done if a man buys something which on closer inspection he finds he does not like? Supposing he buys some collars which he discovers are a little too large—should he be allowed to return all but one which may have been somewhat spoiled by trying on?

If a mother purchases a suit for her boy, and later thinks it is not exactly what is required, does she get her money back or should she be asked to exchange this suit for another, which perhaps more nearly meets her boys' needs?

These are questions which even in the men's wear business are coming up frequently, and it will be of interest to all, and of value to many, to consider what other merchants have decided upon these points.

H. B. Wright & Son, Perth, Ont., say:—"Provided the customer returns the article promptly and free from any damage we refund the money without further remark. Then, this deal being finished to the customer's satisfaction, we find out from the customer why he returned the goods; and if we learn that they were not satisfactory to him we try to show that they certainly were exactly as represented by us. Sometimes the man will repurchase the goods, or more often he will take something similar, which we suggest, in their place. If, however, the customer impresses us with the idea that he has simply come to the opinion, after having taken the goods home, that he does not need them, we simply give him the money back, treat him courteously and ask him to call again when in want of anything in our line."

Stephen King, Prince Rupert, B.C., states that he has practically nothing returned and considers each case as it arises on its merits. "In three cases out of four," he says, "the customer offers to take something else for the line which he is returning."

Papin, Painchaud, Montreal, states he always refunds the purchase price of any article which any customer may want to return. "Never," he says, "does he insist on the customer exchanging the article for some other. To return the money paid for the article which later on the purchaser finds unsatisfactory is my best advertisement and the cheapest."

J. J. Rowe, Belleville, Ont., states: "We never insist on a customer keeping an article which is unsatisfactory in any way. It would be a trade killer for us to do so. Nor do we insist on the customer taking other goods in exchange for the article or articles he has found not to his liking. If the customer decides he does not want anything he has purchased, we refund it cheerfully and solicit his future business, simply asking him to come and see us again."

H. M. Shaw, Perth, Ont., says: "We always try to satisfy our customers, even if the demand is unreasonable. We consider it pays in the long run."

T. S. Church, Arnprior, Ont., is another merchant who always refunds the purchase price. "He does not," he says, "unduly urge the customer to take something in exchange. He adds that the customer usually suggests this, and is quite willing to take this action."

F. J. Kelly, Stratford, Ont., takes a little different viewpoint from that expressed by some others. "Satisfy the customer," he says. "Give the money back if necessary, but it is better to change the goods for something that will prove absolutely satisfactory and thus keep the customer buying your goods. Someone may have made him dissatisfied, and if you give the money back you may be only putting your money in the till of an unscrupulous competitor."

Thomas R. Winter, Simcoe, Ont., says: "We do not insist on a customer keeping goods purchased. Nor do we insist on him taking other goods as long as what he wants to return is in good condition. We just ask what he would like in place of the article, which gives him a chance to ask for something else or the cash. If he requests cash it is given promptly. The customer, we feel, will appreciate this attitude and will come back again."

T. S. Watson, St. Mary's Ferry, N.S., states "that reasonable customers are always willing to accept goods in exchange for those which have not suited them. If, however, the customer insists on getting cash, this is promptly given."

AND HE WANTED ONE AS GOOD

A. LUDLOW, of Ludlow Bros., Dalhousie St., Brantford, tells a story on one of his customers which he declares is absolutely true.

The customer—one of the last of that class of farmers affecting a clean shaved upper lip and chin luxuriously depicting the state of the crop—came into the store one day and asked if Mr. Ludlow could give him a new waterproof collar.

"I want one as good as the last I got here," he said.

"Well I guess we can give you that," replied Mr. Ludlow.

"Well, I don't know," said the old timer, "you know this was a mighty good collar," and he pointed to the remnant about his neck. "You see I don't dress up often like you fellers, but I've used this here collar for thirteen years."

The button holes in that collar were the largest part of it, Mr. Ludlow states, but he agrees that a man so thrifty should be able to pay bills for anything he may buy in the store.

LEARNING WHEN TO CIRCULARIZE CUSTOMERS

"Jim" Joy Has Method Which Enables Building Live List, and Also Determining When Each Man on List is Ready to be Sold—System Simple to Work.

THE old idea that there is only a certain amount of business to be secured from a given number of people has pretty well passed away. The great majority of merchants now realize that all they have to do to increase their business is to create the desire for more things in the minds of those who regularly deal with them. A man may very well get along with one or two suits a year, but if he can afford it he will be more comfortable and happier with three or four suits; and it is the function of the men's wear dealer to see that the suggestion to buy three or four suits is given.

That these suggestions may arrive at the right time is very important, and to this end great attention is being given telephone lists, etc., by many dealers. There is one thing certain, however, which is that no list can be as valuable as one compiled by the merchant himself from his one knowledge.

Right Time for Approach

But to be more effective a list should not only insure letters or circulars going to the right people, but going to the right people at the right time, that, in short, letters sent out to those on this list reached them at a season when they will be ready to consider a purchase.

If a man buys a suit to-day, and gets a circular urging him to buy clothing next week, that circular or letter is as useless as any circular or letter can well be.

On the other hand if the same letter or circular reaches the man three or four months after he has bought a suit, and when a change in weather makes him realize that another suit would be a comfort, then the circular would give the impulse to buy which is so necessary.

Method of Building Cost

A remarkable good system of securing a really live list of prospective buyers has been adopted by "Jim" Joy, men's wear dealer, of Hamilton.

Every time a suit is delivered, a return post card, as reproduced here, goes out with the parcel. This has the date of the sale upon it, the order number—and there is the inducement for it being returned.

The recipient of the suit simply has to mark opposite any one of the premiums he would like, sign his name and address, and send in the postcard. The whole operation would not take up a minute, and this half-minute is given by practically all who buy suits of Jim Joy.

Now here is the beauty of this system. These returned cards enable Mr. Joy to tell exactly when the merchant got his suit. The card here shown, for instance, indicates that Wm. Jones, of 20 Robinson Ave., bought coat and pants No. 9378 on the 24th April.

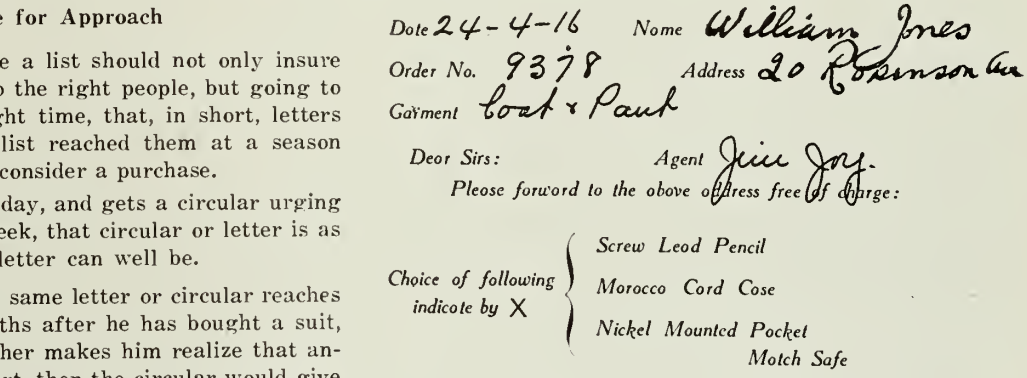
Now this makes it practically certain that Wm. Jones will not want anything more in the way of clothing until near the end of July. This card is put away under a July master card, and early in July is taken out and looked over, as are all the other July cards which may have been filed. Then about three months having passed since Mr. Jones made a purchase, a letter goes to him asking if the coat and pants he bought have proven satisfactory, and suggesting that if anything should be unsatisfactory, that he bring the clothing in and have the matter looked into.

Hint to Buy

There is also the suggestion that Fall goods are on hand and it would be a pleasure to show these to Mr. Jones at any time he is passing.

That card brings Jones in and others like him. Sometimes there is a slight change which they would like to make in the garments purchased before. Such change is carefully attended to, and the fact that this firm has shown its anxiety to look after goods after they are sold makes a splendid impression on the customer, and practically ensures his future business.

When Jones and the others like him, come to the store moreover, they will look at the Fall samples and order often a suit at once. If orders do not go through so promptly, another letter goes to Wm. Jones, again suggesting that he look over the Fall stock.


Date 24-4-16 Nome William Jones
Order No. 9378 Address 20 Robinson Ave
Garment Coat & Pant

Deor Sirs: Agent Jim Joy.
Please forword to the above address free of charge:

Choice of following indicate by X
- Screw Leod Pencil
- Morocco Cord Cose
- Nickel Mounted Pocket Motch Safe

Post card sent out with each suit sold. It brings answers which enable a follow-up letter being sent when a follow-up letter will do most good.

By this method of following up the purchaser about three months after a purchase was made, Mr. Joy has secured an exceedingly live list. All upon it are live customers for they have already bought clothing. They are, moreover, hit by letter or circular when they are very live prospects—when they will be commencing to feel the need of clothes.

Also the request for their patronage is put in a way which indicates to them that the firm asking them for their trade is a really live firm, as it is willing to stand behind the goods which it has sold and make anything right which may have gone a little bit wrong.

INTERESTING THE CLERKS

Goodwins Ltd., of Montreal, has inaugurated the policy of interesting the clerks in store's business by educating them in the goods they sell.

Originally tried out in one department the idea is spreading all over the store so that now regular classes are held in which the manager gives lectures that go into the history and antecedents of the goods thus placing within the clerk's grasp a knowledge that enables him or her to intelligently answer the natural queries of the average customer.

In the words of this manager: "The goods that are understood and are appreciated by the salesman are already half sold."

WHAT IS BEING SHOWN IN MONTREAL SHOPS . . . .

By MACLEAN, MONTREAL

AN increasing number of Montreal men's wear shops are showing towels in their windows as a necessary adjunct of bathing lines. The most popular lines are in colors with broad borders of plain white. Nearly all the bath robes seen are made of towelling. Beauvais carries a full line of these in conjunction with the woven fibre bath slippers that are so commonly seen now. This store features in its displays plain and striped Palm Beach suits and in a special interior display, a full line of fancy vests mostly in stripes. Office coats, mostly of dark shades are very much in evidence in this as in every store and in popularity for street wear they are beginning to rank with that other abused garment, the sport shirt which is often met with on the street, worn over the coat collar of a business suit.

Showing Shirts

Shirtings in a wide range of prices are always prominently displayed in this store, and are extremely well displayed in an individual case which houses a rather unusual arrangement of the goods. The upper tray of the case contains three shirts well laid out on separate pedestals, while the lower floor contains two two-foot high diagonal piles of varied and alternate colors of shirting. The effect is one of rare distinction and in no way injured by the fact that the obvious method of display is used instead of the spectacular which has so generally replaced it. In fact there is seen a tendency in one or two of the best stores, as in the case of Goodwin's, where there is an unusually able staff of window dressers, to centre effort on single unit displays; and the sight of a window given over to two or three hats or suits no longer occasions surprise.

In this connection it is noted that in the case of those men's wear stores whose proprietors are primarily merchant tailors who have gradually added to their lines until they do a general business, as in the case of Gibb & Co., the most popular form of display of shirtings and similar lines next to an actual spreading of the goods is a studied piling of the bolts of cloth.

Riley-Hearn continues to feature all sorts of uniforms, as well as suits for every sport and pleasure.

Adding New Lines

Occasionally other stores make tentative moves in this direction as in the case of Max Beauvais, who has just laid in a line of riding crops.

Summer resort goods are shown less than last year: displays run more to the wants of the worker than of the man who haunts the beaches. The reason is not far to seek in view of the serious inroads recruiting has made on this class of man.

Shoe stores and shoe departments of men's wear stores offer continual evidence of the changes that are occurring in the trade. Aside from the generally higher prices it is safe to say that the goods displayed as a whole do not average up in quality with the offerings of previous years, as far as leather is concerned. The sale of the adaptable sneaker is greater than ever, both in the low and high shapes, and canvas shoes are being shown and worn more this year than ever, both because of a greater natural demand and the advances in the buckskin article. Some stores that carry no other shoes carry a full line of sneakers and canvas oxfords.

Checks Strong

Shepherd's plaid check suits are stronger than ever apparently, for they are seen in a great variety of variations of grey and mixed colors in windows and almost every man appears to own one. Sangster's window shows three suits, one a grey shepherd's plaid, one grey suit with the popular large striped checks and one grey suit overrun with a delicate purple stripe. The one outstanding feature was that all were grey—the shade that has been rediscovered for Summer wear by Mr. Average man. Soft grey cheviots and tweeds are seen more frequently than in the past and the Norfolk effect of jacket appears on a surprising number and variety of coats shown.

Stripes, of course, predominate everything, but signs are not wanting that this will be a dead issue next year, popular though it is at present. Goodwin's have used stripes to great advantage in all classes of displays, from men's suits and ties to combing striped canvas with striped figures in the window.

Blazers Scarce

Striped blazers are not seen in any great quantity, but not because of any lack of demand. Quite the reverse. It is a question of supply. One leading store is showing only a line of solid colors, greens, blues, browns, etc., in blazers as a result of sheer inability to get good stripes.

Black and white broad-striped shirts have not been as prominent as they promised to be early in the season and are only seen here and there in small quantities and with but few worn. Instead, the variation of a Shepherd's plaid overrun with broad, bright stripes, or a larger check—the patterns which look so well in New York—is seen in practically every store window here. Marks in particular features these in his St. James St. store, where a recent window display was confined entirely to shirts and underwear. The shirts were mostly broad stripes in silk and taffeta, this last material having taken on well here. White, or very light ties, with small, wide spaced figured designs, were used by way of contrast on every shirt.

The increasing use of substitutes has become a feature of all trade and its latest successful development is the feature displays of canvas suit cases and wood fibre trunks to be seen in men's wear shops and department stores.

Maclean,
Montreal.

WALTER MICK DIES

Walter R. Mick, of the W. R. Mick gents' furnishing store, 204 Dundas street, died after a brief illness. Mr. Mick was born at Barrie, Ont., and had been in business in Toronto for the last six years. Before that he had been a representative of the T. H. Westwood firm. He was a member of the Oddfellows and attended the Methodist Church. He is survived by his widow, who was Miss Jennie E. McCluskey, three brothers and one sister.

"WAR BABIES" BRING PROBLEMS TO MEN'S WEAR MERCHANTS

Bring Opportunities, Too, as Workmen Flocking to Work in the Munition Plants Have Big Purchasing Power—Need of Being Ready to Fill Previously Unknown Orders—Keeping Down Overhead.

From an authorized interview with H. J. De Villers, of the De Villers Sales Co., Maissoneuve, Montreal.

"I FIND that the war has upset the selling market in men's wear quite as much as the buying market. Whole populations have shifted and changed, and the movement has resulted in a corresponding change in the demand of the section affected. The merchant's success depends upon his power of adoption to new conditions.

"For instance, this business before the war depended almost entirely upon fancy gents' furnishings. But most of the buyers of that class of goods have enlisted. Fortunately, war orders at the Vickers plant near here brought in a heavy influx of American steel workers. So the demand is heavier than ever, but for a different class of goods. Now it is for good quality, plain and also high-grade working clothes. Fancy stuff is taboo here.

If You Don't See It, Ask For It

"This development has been assisted in our case by our custom of encouraging customers to ask for what they want, regardless of whether we have it not. Then, instead of selling him something 'just as good,' that may fail to satisfy him and so insure his not coming back, we take his order and order exactly what he wants. What one man wants, others buy and the stocking of asked-for lines leads to more repeats than all the forced sales in the world could. If a merchant sticks to the lines he thinks a customer should want, he will wake up some morning and find himself high and dry on the beach.

Changing Shoe Stocks

"A few months ago our highest-priced line of working boots was the $4.50, and we thought that pretty high, as in the down-town section a $3.50 or $4.00 working boot was looked upon as nearly top-notch. Now our lowest-priced shoe is the $7.00 line. Customers insist on asking for that grade and they must be the judge. Another similar development in this store was the initial changing over from an almost exclusive shoe stock to a general gents' furnishing stock. In 1914 the shoe stock was at least two-thirds again as large as the furnishings. Early in 1915 large submarine contracts were let to the Vickers works, and skilled mechanics were brought here from San Francisco and other American cities for the work. The demand for furnishings doubled over night. Now it is the chief part of our trade.

Studying a New Clientele

"Two hundred men came in the first bunch and others continually after that. Coming from a warmer country, they lacked nearly all the necessary clothes. Flannel shirts had been a dead line with us. These men bought their original outfits at the company's expense. So they bought prodigally of flannels and woolens—shirts, underwear, socks and sweaters and in a small business we made a $5,000 increase in the year. It took some hustling, though. The demand was so sudden and unprecedented, no one was prepared for it. We saw it and put through hurry-up orders on small lots with different manufacturers, as we had to be sure of getting the goods at once.

Creating a Line of Goods

"Another development of the trade of these men was a special one in riveter's mits. We found that we were constantly being asked for a heavy leather riveter's mit, unlike anything we had in stock, something that would not be so clumsy as to interfere with work and yet heavy enough to withstand great heat in a tool. So we placed an order with a manufacturer that was based on study and consultation with the men who were asking for this mit. The result is that to-day we have a good, steady sale in a mit that sells for $2.75, and is handled absolutely by no one else. And any merchant knows what it means to a store to handle an exclusive and popular line.

Overhead Cost Chief Enemy

"In studying the details of business, I am struck more and more by the part overhead costs bear in the cost of running a business. And there are so few opportunities for cutting the overhead down that the available ones must be eagerly seized. A certain amount of floor space is an absolute requirement: That entails rent, heat, light and insurance and clerk hire. These are not flexible charges, they are fixed ones. There remains depreciation and interest. These are governed by the amount of stock on hand, and to my mind that is the one big loophole for the merchant to crawl out of. **If he can move the dead stock off his shelves and avoid ordering similar lines, his greatest trouble is removed.** And it is such an insidious source of trouble that, until it has attained a healthy growth, it is unseen by any desultory examination.

A Perpetual Inventory

"We have instituted a perpetual inventory system that promises to eradicate this trouble. Every line of every bill of goods as it comes in is given a stock number, which it retains even after it is sold; and each number is given a separate sheet in the sales book so that at any time it is possible to tell at a glance how any line is selling, and all other information about it is at hand, as this sheet copied from the sales slips of each line sold, shows the cost and selling price, size, style, etc. The stubs of the sales book proper are in duplicate and are copied off every day into this stock book upon which all ordering is based.

"The plan works so well that we are ticketing all the old stock with this same information, so that in the space of a couple of stock books we will have a detailed duplicate of the stock.

A Bigger Store and a Lower Overhead

"Although we have moved into a bigger store at double the rent, already our overhead cost is down to 27%, where a year ago it was 33%. This is partly accounted for by increased sales, which we are helped in securing by a better location and a good corner window which may be seen a block away. Also we have made a saving in clerk hire by putting clerks on a percentage basis, by which their sales govern their earnings. But chiefly the saving in overhead is due to the smaller stock which is now $11,350, as against $13,000 a year ago and the lessened depreciation and interest that results. This matter is of greatly increased interest at this time when a possible price slump may curtail the earnings of the owners of large stocks for years to come.

Serve Yourself Selling

"Sales have been greatly increased in some lines, not-

(Continued on page 38)

WHO SHOULD BENEFIT FROM GOOD BUY?

Was Merchant Right in Selling Duck Trousers Bought Last Year at $1.00, When He Could Not Give as Good Value in Goods Bought This Year at $1.25?—What They Think—Necessary to Provide Against Possible Future Losses.

Greater clearances will perhaps be given this problem by citing an actual sale made this month by a men's wear merchant who is doing a splendid business in one of those self-contained residential sections in the city of Toronto. One of those sections which has become practically a separate city of perhaps 25,000 people, with its own business centres, a little city lopsided only from the fact that the great majority of the people who live in it, earn the money which enables them to live there, in the down-town part of Toronto.

Now on a recent Saturday a young man dropped in upon this merchant and asked for a pair of white duck trousers.

The merchant who has an exceedingly pleasing manner, made the young man feel at home and made him feel that he was dealing with an absolutely reliable man. For the merchant at once said that he was not absolutely certain he could fit him, as his full stock had not arrived.

A little investigation of the available goods, however, showed there was one pair of ducks which suited in every way.

The Sale is Made

Now note that the sale was made at this point. It was here that the decision to buy was reached in the customer's mind. He did ask, "how much is this," but in his mind he already had those duck trousers on, and there was no thought of haggling over price.

"Let me see," said the merchant, "this is stock that I bought last year. You know how prices have advanced; I can let you have that pair for one dollar, because it was bought last year." It was here that the merchant warmed up to his subject, and brought out some other white ducks, which he stated he is able to sell for a dollar this year. He indicated the inferiority of these to the other line bought last year. Also he brought out one of the lines which he had purchased this year, for retailing at $1.25; and indicated that this line is not quite as good as the line which the customer was getting for $1.00.

Now here is the question:

Was the merchant wise to give this young man this particularly good purchase? Was he fair to himself in doing it? Was he, by making this good price, doing the best kind of advertising? Was he, in making that young man realize that the merchant was giving him a particularly good bargain, thinking that this would be a good place to do all his business, or was he making that young man—who after all was in the business of money-making himself—feel that here was a merchant who was rather chesting himself—a merchant who, therefore, perhaps would not be as shrewd a buyer as some others, and who therefore, in the long run, would not give as good values as could be secured elsewhere.

These were some questions worth considering, for while this sale of duck trousers was only one sale, it is just the kind of sale that is going on all over the country almost every day in the week.

Was Merchant Fair to himself?

Now at the end of the duck trouser season, 1915, the extra stock was put away. It being brought out this year, was found to have greater value than the most expensive lines being bought for this year's trade. But the stock was not marked up because of this extra value. The merchant, it would seem, thought that he was getting rid of old stock and getting his profit upon a basis of last year's cost, satisfied him. Whether he counted any profit for having the small investment tied up all Winter or not is a question.

But was this merchant fair to himself, when he sold this line at last year's profit, realizing that it was better value than the goods bought this year?

Was he fair to himself, also, when it is remembered, that after the war is over will come a period of uncertainty. That there will be any immediate drop in prices is unlikely. On the other hand, many merchants are now putting in large stock, and when hostilities cease, the value of these may be reduced, before the stocks are entirely disposed of.

This might well mean a merchant would lose a part of the profit which he counted upon when laying in his supply. Of course, if all merchants held prices, it would not be necessary to sacrifice the stock at all, but that all merchants will hold stock for a fair price is absolutely unlikely.

In selling those duck trousers for $1 the merchant was getting a fair profit, probably, over his last year's purchase price. But there was a fair additional profit to him of 25c. Was he not entitled to it?

Would not that 25c and many similar 25c additional profits safeguard him against some future unavoidable losses of profit?

What Others Think

Talking with a number of retailers on this subject the information received is almost unanimous. That the goods which were bought at better prices should be marked up beyond the profit which would have been acceptable at the time the goods were bought is said to be the course of wisdom—the only wise course. A number of merchants, however, feel that such well bought goods should not be marked up to the point which would be necessary to give a fair profit upon the prices which prevail at the moment. In other words, the majority seem to feel that advantage of this good buying should accrue to the customer, as well as to the merchant. This they feel does a great deal towards creating goodwill.

Getting back to the case of the duck trousers. The opinion of the majority of the merchant's questions seems to be about as follows:

The merchant sold these trousers for $1, thereby getting a fair profit on his last year's purchasing price. On the other hand he could not sell trousers bought this year at $1.25 and give as good value as he gave in the line sold for $1. To give similar value in goods bought this year he would have had to sell for at least $1.35 or $1.50. Now they claim it would have been unwise for him to have advanced his price to $1.50, although he might very well have done this. On the other hand they feel that to set the price at $1.25, instead of the $1, would have been quite proper, and would have been conducting business on a little sounder lines.

ARE YOU SELLING PROPER SLEEVE LENGTHS?

Many Young Men Complain of Inability to Get Sleeves of Proper Fit—They are Being Driven to Buy Made-to-Measure Shirts—What the Manufacturers Say on this Subject.

"WHERE can I get some shirts made to measure without paying any Fifth Avenue price?"

The inquirer was an ordinary young man, earning an ordinary young man's ordinary salary, and dressing in the ordinary young man's ordinary way—which, be it said with satisfaction, means dressing well.

There was one extraordinary thing about this young man. His arms had a little more than the usual length. He had experienced difficulty in securing shirt sleeves which permitted any passerby to know a cuff lay concealed in the coat sleeve. He wanted to have this fault remedied, and thinking the only way was to get specially made shirts, asked the editor of Men's Wear Review where he could get what was necessary.

The editor of Men's Wear Review sized up the arm length, and suggested that the young man see a certain retailer.

"Does he make shirts to order?" came the question.

"No," answered the editor, "But he has shirts with different sleeve lengths. Moreover he knows he has them, and he knows the value of a satisfied customer. He'll sell you a shirt that will fit in every way."

This dialogue caused the editor to think of the number of men he had heard complain of shirt sleeves too short or shirt sleeves too long—but principally shirt sleeves too short. A shirt sleeve too long is a thing easily remedied, but it takes a genius and more to add one cubit to the length of a shirt sleeve once the garment is made.

Some Pointers of Value

Remembering this the editor determined to give the facts regarding this question of shirt sleeve lengths—for a careful inquiry among retailers showed this to be needed. The merchants themselves, of course, realize in the majority of cases, the importance of selling a man a shirt which permits the cuff to show sufficiently, yet not too much. But many of the new clerks who are employed now, do not understand the question of sleeve lengths; and as a result customers are being at times poorly satisfied; are being led to go elsewhere for their shirts; are being driven to buy made-to-measure shirts.

To get the view point of the manufacturers on this point, would, it was felt, be of value.

Here is what one says:

"There are several things that will enter into the cause of this complaint regarding sleeve lengths. One of them will be that it is only recently that Canadian manufacturers have started to make sleeve lengths. This we were compelled to do for the particular trade, and as it is not practical to manufacture our product two ways it necessitated putting through all our lines with different sleeve lengths. To the average small dealer or inexperienced clerk who has never had the handling of sleeve lengths it was an unknown thing. We have noticed a great many salesmen never think to ask a customer his sleeve length and as a consequence a man who takes a 35 inch sleeve will sometimes get a 33 inch.

How to Measure

"Sleeves come assorted to the box originally in three lengths of 33 inches, 34 inches and 35 inches. This measurement is taken from the middle of yoke at back to the end of cuff with the arm raised level with the shoulder and bent at elbow. It is a very easy matter for a salesman to put a tape on a customer in this manner and it is a mark of attention not very readily forgotten by that customer. One of the points in connection with sleeve lengths not usually mentioned but nevertheless existing is that soft cuffs or French turn back cuffs are usually made ½ inch to ¾ inch shorter in the sleeve than laundered cuffs, but the shirts are marked with same sleeve lengths. This marking is done to prevent confusion as when a man gets to know his sleeve length he will buy same, but a soft cuff shirt to hang properly in sleeve must be made a half inch shorter."

And here is the word of another manufacturer—a word of especial interest to those having large business with the working man:

"The manufacturers endeavor to work to a happy medium that suits the average man and always tries to meet the wishes of the buyers. We only manufacture working shirts and outing shirts and we presume there is just as much complaint about the working shirts as there is to the higher grade shirts.

The Fixed Price Evil

"One of the worst evils of the shirt manufacturing business is the "fixed" price. The dealers seem to consider shirts as the grocer does sugar. They give as little attention to the sale of shirts as they possibly can, and the average stores does not give much attention to the shirt end of their business, for they think any young chap can sell a shirt. Accordingly if a big chap comes in and he has a thin neck they fit him according to the collar size, whereas they should measure his chest and fit him accordingly. Then they say the collar does not fit. It may not, but, it is possible to carry a line of shirts for the oversize man and have the right size collar to fit. We have been showing three different sizes of shirts for many years, a

An attractive summer trim arranged in one of the splendid windows of D. E. MacDonald and Bros., Limited, Guelph. Shirts, straws, and ties are splendidly used to make an easy, and artistic window. Price cards are conspicuously absent—which, generally speaking, might be considered a fault.

regular size, which is a good sized shirt and all our trade is based on this size; then we have been showing an oversize, being longer in the body and sleeves, and a little wider in the chest, but, that has had a very, very limited sale. Then we show or make a giant size shirt. This line has quite a sale in two or three lines, but, some stores will not handle them, for they claim it makes their stock run up into too much money.

"As manufacturers we can make up anything the trade asks for, but, the retailer will not and has not got the money to carry a good range of shirts. The American retailers that make a specialty of shirts carry a very large assortment, and can furnish two or three lengths of sleeves, for they know their trade and cater to it. The Canadian retailer generally wants a shirt at a price and the manufacturer tries to satisfy that demand by making up shirts to sell at 50, 60 or 75c. and he generally loses money on all $4.50 lines.

"Owing to the scarcity and high prices now prevailing in the cotton goods trade an opportunity now presents itself to get away from the old established price rule and the necessity to make shirts to suit some price. According to U. S. statistics of the shirt trade 22 per cent. of the product of shirts has been sold at a loss, this loss caused by bad retail price making and ridiculous competition.

"Then loss is accounted for by cancellation of orders, returns, allowances, and large cash discounts. Shirts returned or cancelled have to be sold at a sacrifice in order to dispose of them.

Some Recent Advances

"While we are on this subject it might be well to just mention in your paper that the shirt manufacturer is up against unusual conditions, owing to the great advance in price of everything entering into our product.

Piece goods have advanced about 40 per cent.

Flannels	40 to 50 per cent.
White thread	35 to 50 per cent.
Colored thread	50 to 75 per cent.
Tissue paper	70 to 100 per cent.
Twine	50 per cent.
Pins	75 per cent.

"When we consider that within 6 months every manufacturer will be filled up with goods at high prices it would be well that the jobber and retailer as well as the public were enlightened along these lines.

"If the public should feel that at the end of the war prices should go down every manufacturer would be facing a loss that he could not withstand.

"We hardly think the retail trade can be expected to carry a big stock of shirts of different sleeve lengths, for the demand is not as great as one would suppose. If we were in business in some of the smaller cities we would merely carry the regular stock shirt. If the sleeves are too long a short tuck can easily be placed in the sleeve by the women folk of the household. If the man is out of proportion with long arms he should order a dozen shirts made up to suit his measure, for shirts will always be good stock to carry on hand. But, men do not seem to use the same amount of intelligence about such matters as they do about other things and will only buy one shirt at a time, and if it does not happen to fit or suit a great howl goes up.

Chest Measure, Not Neck Measure

"But last of all the clerk should learn to sell shirts by chest measure instead of by collar or band measure. My own experience in buying underwear and shoes has been that they always sell things too tight or too small.

"If the retailer wants sleeves of a certain length the manufacturer can produce them, but, they must expect to pay a trifle more if ordered in small quantities, unless the trade takes the matter up throughout the country and will order accordingly.

And here is an opinion expressed by a manufacturer who doesn't favor a variety of lengths—who blames merchant and clerk, to some extent, for agitating this:

"The writers's opinion of this sleeve length question is too much agitated by the clerks trying to tell a man the length of sleeve he should wear, when the customer had no intentions of asking for a sleeve length. Up to a few years ago Canadian manufacturers were not making sleeve lengths. The sleeves were all made the average length and there were less complaints from the average individual. Of course when the sleeve length became a permanent fixture, naturally the stores carrying shirts in sleeve lengths would think he was offering something a little better by telling the customer he had certain sleeve lengths, and instead of finding out the correct sleeve length he should wear by measuring, he would take a guess and in a great many cases he would give him the wrong length, this of course is a worse evil than selling shirts without sleeve lengths.

(Continued on page 38)

Suitable for the Dog Days

TRIM BY A. MATTHEWS, OF FRANK STOLLERY'S.

Can't have too much Summer underwear these days. It's a case of changing before the evening meal. A display of the line emphasizes this—makes the man realize his needs—produces sales.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

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SELLING IN QUANTITIES

MANY merchants are now going after big sales —many, but not enough.

The advantages are apparent. A customer comes in to-day and buys two collars. They fit perfectly. He finds he needs some more and buys them, perhaps, elsewhere. With a little more work he could have been sold half a dozen or a dozen in the first place.

So with shirts, so with underwear, so with half hose and handkerchiefs.

It is quite largely a case of a little trouble on the merchant's part—or on the part of his clerk. If he makes sure a shirt or a collar will fit, then he can suggest the advisability of getting enough of these.

A man, for instance, remarks that he has had trouble getting shirts of the right sleeve length. The merchant takes pains to get the exact fit. What more natural then, that he should suggest a purchase of half a dozen? And what more natural than that the customer should agree? In the past he has had trouble. Now he has a shirt that fits. Why not get a good supply?

Such salesmanship takes a little more time, but it builds bigger business, and is moreover real salesmanship. While selling, surely it is worth doing it right.

SUMMER SUITS TO THE FORE

"ONTARIO'S hot wave is a Record breaker. Rational clothing for men may be a result."—Toronto *Globe*.

* * *

Yes, it will.

In fact the evidence is on every hand that "Rational Clothing" is already gaining ground. In the cities, on the boats and at the summer resorts clothing appropriate to the season is to be seen. A man in a Palm Beach suit is no longer a mark for derision. He is coming to be a mark first for envy and second for emulation. He is setting a standard.

"Why that fellow looks cool," some will say. "Wonder what his suit cost?"

And the men's wear dealers windows, fortunately, are giving the answer. They are showing Summer suits—linen, flannel, silk, Palm Beach. They are showing that these may be had at very moderate prices—from, say $7.50 to $20.00. They are making it generally known that for even our limited period of intense heat such an investment cannot be considered extravagance.

The work of the men's wear dealer, and the courage of the pioneer wearers of Summer suits is having increasing effect. A Canadian hates to be noticeable —to seem extreme. But he is realizing that the use of a light suit doesn't make him freakish any more; and he is buying.

There will be many more such suits bought this Summer and next Spring, it seems the demand will be greatly increased.

A SAD CASE

IN a young country there naturally is a certain freedom in dress—a lack of observation of conventions which might shock many from an older land. With this state of affairs Men's Wear Review, and, The Review believes, its readers also, have no quarrel. Let there be freedom. Let individuality be displayed, but let there be taste—let there be evidenced some regard for the feeling of others.

If a man wants to be informal, why no harm done; but when he sets out to be formal, then, surely, should he remember certain rules. If he has not been brought up to know these, then he should consult with a men's wear dealer who has the knowledge.

What is meant may be made clearer by mention of a man seen this month in a Toronto street car. His frock coat was well cut, but from the lapel gleamed a secret order emblem. His shirt gave the lie to the report that dies are scarce, and the cuffs (the shirt sleeve length was unfortunately ample) were of the French style. Then the collar was of the stand-up turn down variety—a collar highly regarded by all and sundry, but not for use with a frock coat. Somehow this man had resisted what must have been a temptation, he did not wear a bat wing tie, but he had a plaid tie—no plain black or grey for him. But then either would have been out of place with that shirt.

The high hat was of an ancient vintage and did not detract from the sparkle of the diamond scarf pin—which might or might not have cut glass.

And by the way the cuff buttons represented some secret order emblem—though it is true plain gold links may be secured for formal attire.

And when this individual—incorrectly—hitched up his trousers as he took his seat, it was noticed these had cuffs.

Oh the tailor who did that. To the front trenches with him.

Thinking over the sartorial efforts of this man, doubtless well intentioned, there comes the fear that some men's wear dealer was to blame. No not directly, but through a sin of omission. For instance, are you really helping the man who wants to dress for an occasion but who doesn't know how? Do you ever

enclose little pamphlets on this subject with your parcels. If you do good must result, and some trade come too.

REMEMBER YOURSELF

HOW about the profit resulting from an extremely good buy?

Something is said of this elsewhere in this issue, but just a word here.

It's a fine thing to give your customer some advantage. That makes for his high opinion. But don't forget yourself, Mr. Merchant. There may be some trying days coming when the time of price revision downward comes. It's only right to build up a reserve against that possible day, and how better can that be done than by taking for yourself a part at least of the advantage you have secured through some fortunate purchase.

Some goods, of course, you have to sell off cheaply —perhaps as cheaply as you can buy replacing stock. If you have a regular clientele you want fresh stocks of such lines as ties. The old patterns won't stimulate sales. But where a good buy makes a better profit possible—will be sure to get a part of that profit to improve your position. Such profits may be the umbrella against a possible showery day.

HATS OFF!

IN the Spring Men's Wear Review urged the avoidance of too early slaughtering straw hats with special sales. Many readers approved, giving their reasons, and suggesting ways in which these sales might be delayed. It is now gratifying to note that a big step forward in this regard has been made.

Some slaughter sales have already been held—but the number has been encouragingly few. Merchants, on the whole, have held off. Perhaps the intense weather has prevented any seizure of "cold feet," any fear of being left with big stocks.

The straw hat season this year got an exceedingly poor start, but all July the sales have been brisk. It now seems merchants will clean up their stocks, and at prices which mean a fair profit to them.

The experience of the year should lead to still better things in 1917.

LAST month was mentioned the horrible sight of a man in evening clothes with a four-in-hand tie. But have you ever seen anything sadder than a red tie worn by a frock-coated Mayor?

SURELY, while these things be, the men's wear dealers have a mission higher than that of mere money making.

DO your Christmas Shopping Early. Retailers have for years been urging this action upon their customers. If they are to have the goods to sell this season they'll have to remember to do their own shopping early.

OF A PERSONAL NATURE

C. A. Workman, McGill and Notre Dame Streets, Montreal, has been holding a patriotic sale, giving 10c on every dollar spent in his store during this sale to the fund for returned soldiers.

W. W. Ferguson, who has taken up his new duties with the C. C. Begg Co., Collingwood, was given a rousing send off at Petrolea, being presented with a Masonic emblem among other things.

Clarence Ferguson, formerly employed in the men's furnishing department of A. B. Scott's store, Smiths Falls, recently died in Paris, France, from wounds sustained while fighting for freedom with the Canadians.

Sam Ryckman Manson, for eight years one of W. E. Sanford Company's bookkeepers, has been made Major of the 173rd Highland Battalion. As "Sammy" Manson he was known throughout Canada as the great half-back and captain of the famous Hamilton Tigers.

Howard Owen Bennion, who has been a clerk in the mens' furnishing department of the Hudson's Bay Company, Winnipeg, for some time, has enlisted with the business men's company of the One Hundred and Eighty-fourth battalion,

A new 5, 10 and 15c department has been opened in the store of the W. W. Cooper Co., Ltd., Swift Current, Saskatchewan, manufacturers of lines suitable for a department of this kind are requested to send catalogues.

Merchants of Woodstock, N.B., have suffered a good deal through residents smuggling goods across from Maine. Recently the customs officials paid the city a visit, searching the trains, and all on the trains, at Debec Junction. It is thought the penalties imposed will have a good effect—making many realize the home stores at least give "honest" values.

After completing six years' service with The Peerless Store, Wellington Street, Ottawa, the last two as manager and buyer, Mr. J. F. Duff has severed his connection with this firm and entered business under his own name.

Mr. Duff's new store is located at the corner of Somerset and Rochester Streets, and will be devoted to Dry Goods, Boots and Shoes and Men's Furnishings exclusively. The premises, which have been re-fitted to accommodate the new business, present a very inviting appearance, and under Mr. Duff's capable management its success is already assured.

In the fire which occurred in the Mackie block at Calgary, the Boys' Special Clothiers suffered greatly, and as a result of the damage to stock, the store has been closed for a few days. Insurance adjustors are detailing the losses, and the store will be open for business soon.

W. J. Rassey, who recently conducted a general clothing and furnishing business on Christie Street, Sarnia, has moved into the store recently purchased by him on Lochiel Street, in the rear of the Bank of Montreal, and will continue the same line of business carried on in the old quarters.

CLOTHING WINDOW WINS MONTHLY PRIZE

W. Hallgarth Arranged Trim Which Has Artistic Merit and Big Sales Bringing Value.

AFTER consideration of the trims submitted our judges have decided that to W. Hallgarth should go the prize for the best July window. The trim which receives the award is shown above, and it will not be hard for all interested in window trimming as a means of securing greater sales, to understand why this window was looked upon so favorably

This is a window which shows a rather wide range without having anything like a crowded appearance. There is, too, a skilful use of price cards. On every suit appears the announcement of cost; yet while the figures are quite large enough to be easily read by those attracted by the trim, they are not so large as to draw attention away from the garments. The suit is the thing but the price at which the suit may be had is there to be seen.

"The "Dress Up" card in the foreground is effective. So, also is the use made of manufacturers' booklets and display cards.

And the grouping of accessories, such as gloves, hats, canes and ties is to be commended. Indeed, this is a good example of a window which features clothing, yet shows also general lines. It is a dignified window, and certainly a business bringer.

Mr. Hallgarth, who does all the window trimming for this Guelph store, is on the executive of the Canadian Association of Display Men. He has been successful in winning a number of prizes, recently being awarded $50 in the Rice Leaders of the World prize competition. The successful display then was of silk gloves.

LET US HAVE YOUR BEST WINDOW

Men's Wear Review's Monthly Window Trimming Contest is encouraging many to do better work. Not only the winners benefit, but the others who receive hints from the work of the winners. There is always something to learn from the work of another.

Now you have a trim which possesses some strong feature. Have it photographed and enter it in our monthly contest. Do it at once. We want to show a number of trims in our September issue, which will be our Big Spring Buying and Fall Merchandising Number.

To the winner goes a cheque for $5.00 plus $1.50 to cover cost of photograph.

To others, whose photos are kept, we send $1.50 to cover cost of photograph.

But we believe the biggest reason for sending picture of your window trim is that it will give ideas to others, as their windows will give ideas to you.

Have you a good trim in now?

Have it photographed.

If you aren't satisfied with your present trim prepare one at once—one that will help sales, that is the only kind we want to illustrate.

NECKWEAR

DO YOUR XMAS TIE BUYING EARLY

More Variety to Manufacturers' Ranges Now Than There Probably Will be Later—Cancelations Will Exceed New Numbers Offered—Knitted Ties in Demand—Not Pushing $4.50 Range

THE unsettled condition of the neckwear market—the uncertainty as to what even the next few months will bring—may be judged by this extract from the letter of a reliable manufacturer.

"The situation does not look good to us at all, on account of the high prices of silks (and apparently the market will go higher). Unfortunately there are several manufacturers in Canada who are producing altogether too big a shape for their own good, consequently, this upsets conditions for other manufacturers.

"By doing this, they create an impression with the merchant that the houses that are showing a smaller shape are not in a position to buy as close, etc., and when the houses that regulate their costs properly, come round and show their samples, this matter is brought up, and it is unfortunate for the tie manufacturers in general, that two or three of their number endeavor to upset conditions like this, especially when working under an advancing market, as the silk market has been for the past year and a half.

"We think the merchant will have to either pay a higher price, or accept a much smaller shape for the coming season, as the big shape hitherto shown cannot be produced at the present high price of silk and at the same time bring a proper return to the manufacturer.

"It would be a good thing if the Canadian tie manufacturers could put out an article that the retailer could make a satisfactory profit on, and, at the same time, give the manufacturer an ordinary profit, and not try to outdo one another, by making the very large shapes now in vogue."

That there is a tendency to overlook proper costing, on the part of some manufactures, as implied in the letter above, is illustrated by the frank confession of one neckwear man.

He states that a line of ties, with silk fronts and sateen backs, which he thought would be a fine range, enabling the continuation of big shapes at the old prices, has proved unsatisfactory. The additional cost of cutting, and making generally is, it has been found, more than enough to offset the reduction in the price of materials, as a result of sateen being partially used to take the place of silk.

In the cities there has been noted a revival in the demand for knitted ties—perhaps as a result of merchants wanting to make sure of these for their Fall trade. The $4.50 line, made of artificial silk, is scarce, but the genuine silk ties in prices from $8.00 to $12.00 per dozen are selling very well.

Undoubtedly there is a tendency on the part of merchants to buy ties which they must sell from 75c up in order to secure a profit. They evidently realize that the 50c ties being sold, are, of necessity, poor, and will not satisfy their more particular customers.

One manufacturer speaks of a big customer from the west—a regular buyer of 50 cent lines—coming into the manufacturing show rooms. He was not given a single 50c tie to look at, and without any hesitation placed a $1,400.00 order for $5.25 and $7.50 ties.

This house indicates that while they have a $4.50 line it is not their intention to push this. The better ranges they can now be sure of—which is much more than can be said of a $4.50 line under existing conditions, and there seems no doubt the merchant now stands ready to get 75c., $1.00 and $1.50 for neckwear from his customer.

Certain it seems that this is a year to order Fall, and even Christmas ties early. The supply of tie silk, and of production facilities is not equal to the demand. To make sure of goods they will have to be ordered early.

This has been urged upan the travelers of one house:

This has been urged upon the travelers of one house: said the sales manager, "but they won't begin to make up for the numbers we will have to cancel. The merchant who looks over your range now will have the widest selection."

The size of the present demand in view of the large number of men at the war, is indeed remarkable. Manu-

SOME NEW NECKWEAR

Wm. Milne *Van Allen Shirt Co.* *E. & S. Currie.*

facturers—not one but a number—state they are doing a bigger tie business than ever. Is therefore, the actual demand for ties greater than formerly? Are the men remaining in Canada buying ties so much more freely than in other years. They more than make up for the men who have ceased to be tie purchasers by reason of going into khaki? That is doubtful, but it must be remembered that the war has proved very hard on the small manufacturer as upon the small retailer. A good number of these small manufacturers have succumbed, and the business they formerly secured—quite a bit of business in the aggregate—comes back to the strong houses which have been able to weather the present storm.

Then there has been, in the past, a good volume of importation. This has been greatly reduced; and the good Canadian manufacturer, being called upon to fill practically the entire Canadian demand, finds himself hard put to it. Under ordinary circumstances he would have his plant running with the elasticity to make this increase in business possible— but now, raw material scarcity, and worst of all labor scarcity, makes the problem of production a problem indeed.

The labor difficulty by the way, is another reason for the passing of the very cheap tie. When only a certain number of girls are available, a manufacturer wants to have these work upon lines which are profitable and at present prices there is absolutely no profit in the cheap tie.

WAR BABIES BRING PROBLEMS

(Continued from page 29)

ably gloves and other articles that lend themselves to easy examination, by displaying them in such a way that they can be handled by customers. This might not do with a fancy kid glove, but for working gloves it is ideal. We have them arranged according to price from 15c to $2.50 in a long box that is sub-divided into compartments and attached to the counter. The gloves sell themselves literally.

"To leave goods at hand in this way is an ideal scheme for moving dead lines, especially of what might be termed low class goods. When customers cannot see goods, they ask only for well-known lines and in consequence valuable and high-priced lines suffer.

"This fact has led us to make the experiment of a "Serve Yourself Sale" in which the entire floor space is given over to the display of goods on tables on the Woolworth plan; the customer making his own selections from the price-marked piles."

ARE YOU SELLING PROPER SLEEVE LENGTHS?

(Continued from page 32)

The proper way to measure a sleeve is from the button hole in neckband to the end of sleeve. Of course some people have a different idea as to length of sleeve they want.

Chance for Larger Orders

Interesting opinions these, and informing. They should help merchants and clerks in giving shirt satisfaction; and shirt satisfaction means quite frequently a steady customer. If a man knows what he wants in sleeve lengths he won't be satisfied until he gets it, whether it be in one store or another.

This whole question moreover indicates another way in which a merchant may build for larger individual sales. If a shirt perfectly fits a man the advisability of buying three, four or six will appeal to him if suggested.

COLLARS ARE UP—WELL, YES!

AT the Allies' Bazaar held in New York City recently, Will Morrissey, an actor, sold a collar for $1,000.00. It was auctioned off to the highest bidder, who was Mr. C. W. Band, of Montreal, Canada. The bidding started at five cents and after over an hour of bidding, Mr. Morrissey let the collar go for $1,000.00. This is undoubtedly the record price for a collar. The collar auctioned by Mr. Morrissey was an Arrow.

Mr. Morrissey was assisted in the work of auctioning off this collar by Margaret Mayo, the famous playwright.

GENERAL MOVE TOWARD SUBSTITUTION

A NEW development that may well have widespread influence on the leather industry is the discovery by an American Rubber Co. of a composition that is believed to be suitable to replace leather soles in shoes, thus releasing large amounts of leather for other purposes. It is reasonable to suppose that this will be found suited to other uses also, in response to the present trend toward substitution.

A similar movement has already set in in the case of leather trunks which are now being duplicated at one-third the old cost in a wood fibre that is said to be as durable as the leather.

The immense consumption of silk as a substitute for leather in gloves and wool in shirts and socks, is another fact of immense importance. Cotton is replacing linen in much the same way. There is apparently no end to the limits of the substitution movement.

ANOTHER WORD ON EARLY CLOSING

A. Brown & Co., Watford, Ontario, write Men's Wear Review:

All merchants in Watford close at 12 p.m. on Wednesday afternoons during June, July and August. We close at 6.30 every evening but Saturday, during the whole year. Business is better, the people just as well pleased and the merchant and his employees are at least once removed from being common prisoners.

Yours,
A. BROWN & CO.

WON'T REGISTER TIGER MARK

It is pointed out in advertising circles that the failure of the Royal Tailors, of Chicago, to secure the registration of their familiar tiger as a trade-mark is of great importance to all concerns using the figures of animals to distinguish their product. The rejected trade-mark consists of a full-length representation of a tiger reclining on a pedestal upon which is inscribed the words, "The Royal Tailors, Chicago-New York."

The mark was refused registration to the Chicago house because J. M. Robinson, Norton & Co., Louisville, Ky., was the prior user of the figure of a tiger as a clothing trade-mark. An appeal was taken to the examiner of interferences, who upheld the trade-mark division, and from his decision a further appeal was taken to the Commissioner of Patents, but without result. The matter was then taken to the Court of Appeals, which has just rendered its decision upholding the Commissioner of Patents in his findings that the mark of the Chicago house bears too close a similarity to the Robinson-Norton mark to permit registration by the former.

KNITTED GOODS

SURPRISING ADVANCES IN COTTONS FOR 1917

Underwear and Hosiery Prices Out for Spring Show 20 to 52 Per Cent. Increase—Fibre Silk Almost off the Market—Cashmeres Doubled—Few Colors, Except White and Tan.

WHEN the knit goods travelers start out next month on the road with their Spring, 1917, lines of underwear, hosiery, etc., retailers probably will be surprised at the heavy advances in price that are being quoted. If conditions keep up the way they have for a few months past cotton will have become as great a luxury as wool. Indeed, the latest advances in cotton yarns are sharper than in wool, and this is reflected abundantly in the cost of cotton underwear for next Spring.

Cotton Underwear 25% Higher

The wholesalers are now placing their job lot orders and find that cotton underwear has gone up on an average 25 per cent. compared with prices for Spring, 1916, while cotton hosiery is up 10 per cent. on present prices or nearly 20 per cent. compared with placing prices for Spring, 1916. The slight difference, of course, is accounted for by the larger element that labor plays in the cost of making underwear.

Why this big increase, with the cotton market practically stationary for months?

Raw Material vs. The Yarns

"The difference between the cost of raw material and the yarn is wider than it ever has been before," said a dealer in cotton yarns, in discussing the market situation with The Review. "This is partly due to higher labor costs; partly to the tremendous demands for cotton yarns, which are in so many lines replacing wool. Most spinning mills will not quote any price on cotton yarns to-day and the majority are sold up to the end of the year."

A buyer for a large wholesale house confessed that he was amazed at the heavy advances, and, remarked on the seeming contradiction between the raw market and the made-up goods.

"The spinning mills are making a great harvest out of present conditions," he observed. "It is they chiefly, not the knit goods men, who are responsible for the high level of Spring prices. They can sell all and more than they can make."

Woolen up 12½% to 15% Over Present

The actual advances on woolen lines for next Spring will run 12½ to 15 per cent. over present quotations, but, of course, these have been very high. Probably 20 per cent. will cover the 12 months advance in the coarser wools and cotton-wool mixtures. In the finer cashmere it is higher, but these. of course, are practically out of range.

A jobber who has laid in—so far as ordering is concerned—his Spring hosiery, says that his former $2.25 line is now $4.50, and little available at that. He has a mixture to sell at $2.40, which is about one-third wool and two-thirds cotton.

—Silk fibre unquotable—black—

Cotton prices are bad enough, but the silk fibre outlook is worse than ever. In fact, mills if they quote at all cover only supplies that can be made up from the small quantity of yarn on hand. Germany was, of course, the chief source for fibre yarns, and Canada and the States have had to supply the made-up goods since the war, as England has barely touched them and nothing has come over for a long time.

No Navy Blue Guaranteed

So far as colors for next Spring are concerned, white and tan are the only two that can be procured for men, with a few odd lots in grey. Navy blue may be said to be absolutely off the market, not because there is no navy blue dye, but none that can be guaranteed fast, and whatever can be said as to dress goods, fastness is an absolute requisite in hosiery, and not one hosiery buyer in a hundred, probably, would take any colors that were not guaranteed. A few tried them out last year, and complaints of the dyes being transferred to the feet of the wearers were so disquieting that the risk has not been run again.

A hosiery mill representative who was in Canada early in July, stated that his U.S. mill was sending thousands of dozen cotton and lisle hose to England. What wonder then that prices are soaring?

Even with the market so high, jobbers have been placing orders heavily for next Spring.

A letter from a mill that makes worsted and woolen yarns says that the future is very uncertain, and they cannot take any orders before the last month of this year, and the prices for this are not known.

Germans Buy up South American Wool.

The wool market received an impetus that was not exactly needed, most would judge—by the embargo on wool from New Zealand except to England, and most U.S. buyers were disappointed by Germany gobbling up the Argentine crop. There are two views taken of this action, one is that it was done under instructions from the German Government, so as to make certain a supply of wool after the war. If this wool is taken there to be converted, prices will be influenced in the upward direction.

(Continued on page 42)

GOSSIP OF THE TRADE

(Continued from page 24)

GUARANTEE ON GLOVES LIKELY TO BE DISCONTINUED

Japanese goods shown and it is thought that this development may ultimately affect men's wear lines.

Educating the Clerks

In connection with the new goods constantly appearing on the market it is interesting to note that merchants are coming more generally to recognize the necessity of educating the sales force in a better selling knowledge of individual articles. Goodwin's Ltd., maintains regular classes for this purpose, and in all cases the utmost gratification is expressed with the results attained. In the same connection it is noted that stores display a tendency to branch out more all the time in the variety of goods displayed. One high-class store doing a general trade has recently added a few riding accessories, such as riding crops, etc., although stores catering to an exclusive trade have long carried this line.

The call for skirted bathing suits, both in one and two piece garments continues to outstrip all other demand in that line. Originally introduced as the result of a United States law requiring the use of a skirt in mixed bathing, the movement has automatically spread to Canada, and although unassisted by the impetus of a similar law here, the call is all for skirts.

For the moment the usual mid-season dulness is at hand, but no fears are expressed for the future as far as the volume of business is concerned. Merchants are rearranging stocks; and manufacturers, at the tail end of their season, are busy storing left-overs. The chief consideration at present is the price outlook for Spring. In some quarters it is held that if the war ends this Fall prices will go down. Others, and they are in the majority, and, be it said, they appear to be best supported by the facts, maintain that such a thing is impossible because prices are at their present level not through any shutting off of supplies as was the case for a time, but through sheer exhaustion of the market, not only for the finished goods, but the very raw material itself. One thing manufacturers are unanimous about is the fact that prices will undoubtedly be higher for Spring at least. The utmost emphasis is laid on this fact and instances are cited to prove it, such as the paying by a manufacturer of $4.80 for a line of Balbriggan underwear he had been selling for $4.50 a doz. Cotton goods in particular will be very high and if the war continues it is impossible to estimate the ultimate effect on prices in this line.

Colors Will be Fewer.

In addition it is authoritatively stated that some colors in cotton will pass out of existence, notably greens and reds. The whole tendency of style and design in cotton goods in general for next Spring is toward a complete reversion of present standards, and it is on the cards that men's lines will reflect the change to some, although to an unknown extent.

Although American men's wear manufacturers have placed a great many cheap cotton mixtures in a wide range of colors on the market for the next Spring season, dress goods factors state they have not been able to produce colored cotton and wool substitutes for worsteds in a satisfactory way because dyes that will set fast on cotton warps cannot be obtained except at prices that are prohibitive. For a small quantity of fast blue suited to dyeing cotton warps, $28 a pound was asked recently in New York. A couple of years ago this same dye was quoted at 80c a pound. As the blue and red dyes that are available have been found to be fugitive, manufacturers think it best not to offer any kind of cotton warp dress goods unless the dyes used therein are fast. The consensus of opinion in the trade is that the policy to follow in cotton warp goods is to maintain qualities irrespective of price, and if buyers do not take hold at the figures that must be put on the goods the best thing to do is to stop making such fabrics until manufacturing conditions improve. At least, this is the view taken by selling agents who are jealous of the reputation of the products of the mills they represent.

WORKERS ON GLOVES BADLY NEEDED

(Continued from page 23)

however nice these gloves look, they do not stand up to actual use."

The glove-cutter's trade is one of the most skilled; the hardest to learn and the poorest paid. It requires five years for even a clever workman to learn the trade, such are its intricacies. Every variation of shape, texture and color must be noted and allowed for in the cutting, and each skin has its own individuality. A pile is given the cutter after having been most carefully estimated, so that for each skin a certain number of gloves of a certain standard are required. The cutter is charged up with this number of gloves and credited with them when his task is completed. The minimum of scraps is allowed, small pieces going into thumbs and fingers. The layout of the cutting must be on the basis of the shape and size of the skin and yet such that the colors of odd pieces put into one glove will correspond.

Only Finished Article May be Judged

But even with the most unremitting care it is not until the glove is made up that any worth-while judgment of it may be formed. It is often the case that a poor skin which is full of fever spots will make up beautifully. Equally, a good skin may make up into very inferior gloves and so it is throughout the sewing of kindred operations, a ceaseless contest between human skill and judgment on the one hand and the natural faults of the raw material on the other. More and more Canadian manufacturers are devoting themselves to duplicating the best efforts of other countries and thus constantly improving the quality of their output. But at best that output, combined though it is with all of the available imported stock, is woefully inadequate for the needs of the present situation.

ORIGIN OF THE KILT

The exact origin of that interesting garment, the kilt, is lost in the midst of antiquity, although its history goes back to the time when it was a part of the national dress of Ireland and Wales, as well as of Scotland, says Pearson's Weekly. In the Middle Ages the kilt was a kind of a shirt, called a "lenn." It was worn with a jacket and a single piece of cloth thrown over the shoulders. In those days, although the "lenn" was colored, it had nothing like the variety of colors of the present-day plaids.

The Scot found that this garment, reaching far below the knees, interfered with his freedom of movement in a fight or an athletic game, and so he tucked or kilted it just above his knees.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 18—"BRADLEY" LETTERING

EVERY cardwriter, no matter how accomplished he may be, can always afford to add more styles of lettering to his list—Therefore it behooves all who are interested in the art of lettering to keep their eyes open for something new in letter formation.

There are dozens of new types of letters appearing in the advertising sections of journals and magazines which are the work of high-priced artists, from which you can glean many new ideas to work up what appears to be an entirely new form of lettering.

The way to go about it is this: as you run across these letters, sketch them in pencil and the balance of the alphabet can be worked up to correspond with them. You will notice some predominating feature which should be followed throughout the alphabet. For instance, while the "Bradley" is far from being new you will find many new formations that will add new life to the old type. The outstanding feature of this form of lettering is the small angular strokes at the beginning and ending of strokes also the square-cornered junctions in the curved letters.

"Bradley" Alphabets

The lettering we are teaching this month is what might be called by some a fancy letter on account of it's out-of-the-ordinary formation. This may be true but nevertheless when the letters are put together to form words they make a very readable card as you will see in the finished work. This style is most suitable for the better class of display cards but it can be used for sale purposes with good effect.

A first glance at the chart gives one the impression of it being a most difficult letter to read. This is not the case: in face it is one of the most readable forms of lettering that a cardwriter will run across. The rules for arranging these letters are simple and easily understood. Never use all upper case letters in one word. If a capital is desired have it at the beginning of the word only. The remainder of the letter to be lower case.

The "Bradley" alphabet is not by any means a new one. It has been in use a great many years but has not been used extensively: thus it is uncommon. The principle of its formation is quite simple. First of all you must possess brushes that are in excellent working condition, brushes with red sable hair all the same length. The hair must not split and come to a perfect chisel point when filled with color.

The "Bradley" type is an entirely brush stroke alphabet. That is, each stroke is completed with one sweep of the brush. No finishing strokes are required if the brush is in good condition.

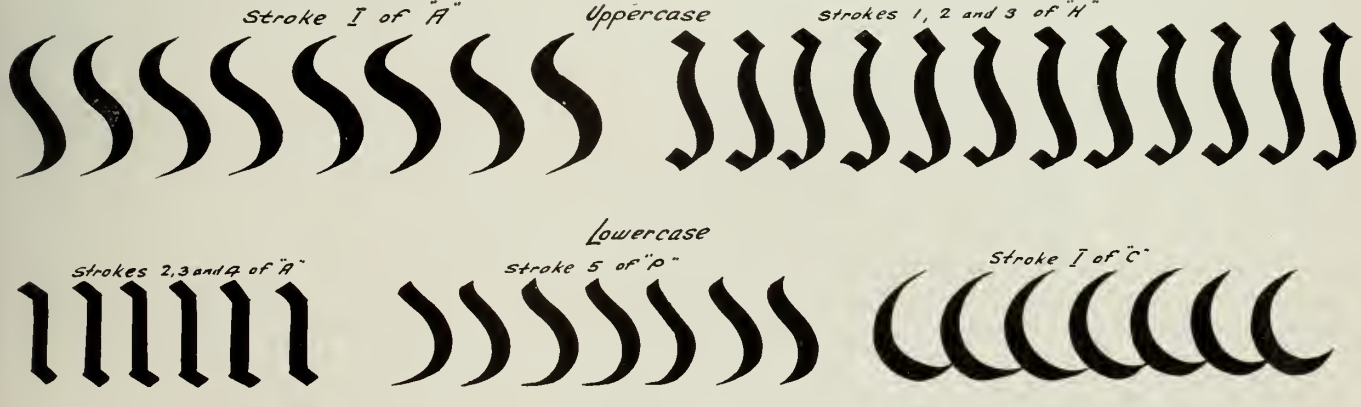
Directions for Painting

As explained in previous lessons, work the color into the brush by drawing it back and forth on a piece of scrap cardboard until the color flows evenly from it and the point of the brush is the right width. A No. 8 red sable writer is a good size brush to use for a letter two inches high. If a small letter is required use a smaller brush. Don't try to make a big brush do small lettering. Hold the brush quite rigid between the thumb and forefinger. It must not roll as is necessary for the brush stroke block lettering shown in this paper some months ago.

THE CHART

The first "A" shows a very gracefully formed letter. The main thing in this letter is to have it balanced up properly. Practice that stroke No. 1 many times. Stroke 4 of this letter is one of the most prevalent and needs much practice.

The second "A" is of entirely different formation. Stroke No. 1 is made with one sweep of the brush. This stroke has appeared many times in previous alphabets. Stroke 3 is the same as stroke 4 of the first "A."



··· Practice Exercises ···

In stroke No. 1 of the first "B" we have the same stroke that appeared in the other two letters. Practice well strokes 5 and 6.

Stroke 1 of the second "B" appears often in the alphabet and should be practised carefully. Combination strokes 2 and 3, and 4 and 5 of this letter need a lot of practice.

"C" is a simple letter to form. Stroke 1 is the same as stroke 1 of the second "A."

Stroke 5 of the first "D" is a peculiarly curved stroke and needs a lot of attention.

Stroke 3 of the second "D" should be paid particular attention to on account of its long sweeping character.

"E" is only one style of many used in "Bradley" lettering. Take particular care of strokes 1 and 3.

Strokes 1, 2 and 3 of "F" appear often during the chart. These three can be made without lifting the brush off the card.

Two entirely different are shown of the letter "G." Pay special attention to stroke 3 of the first "G." The second "G" is the easiest read and the most used.

The "H" makes a nice capital letter. It shows a good combination of strokes in 1, 2 and 3. The "I" form is comprised in many other letters. Strokes 1 and 2 of "J" are the same as 1 and 2 of H. Much practice is required to make these strokes graceful. The "K" shows another nicely formed letter. Stroke 6 is a new one so far and should be paid special attention to.

The combination stroke 3, 4 and 5 of "L" should be practised often. This letter needs a lot of attention to get it properly balanced. The "M" and "Ns" are of a similar formation. Their lines appear in other letters. Strokes 1 and 2 of the first "O" are the reverse of one another. Practise this letter well. The second "O" has the third stroke added to give variety.

The "Q" is the same as the first "O" with the tail added.

"Bradley" Alphabets

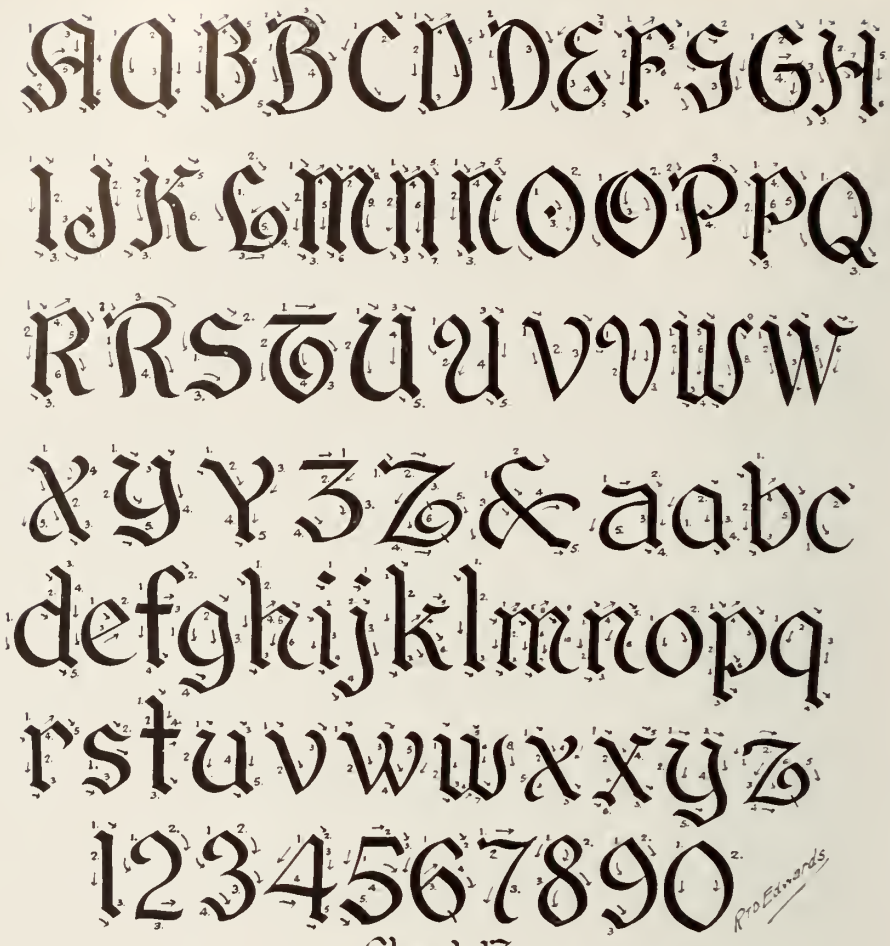


Chart 17

You will notice a similarity of the two "R's" to the two Ps.

Stroke one of "S" has been shown in brush stroke Roman lettering and should be well known to the writer. The "T" is a very graceful letter but requires a lot of practice to make it such. Strokes 2, 3 and 4 require much attention before they can be made to appear properly balanced. All the strokes of the first "U" are comprised in previous letters. The second "U" gives a variety in the first two strokes. This former letter is the easiest to read.

SURPRISING ADVANCES IN COTTONS

(Continued from page 39)

On the other hand many believe that the transaction was an investment of Germans who were looking for something that was safer outside their own country, and that when the time comes this South American crop will be sold in the world's markets, tending to ease up prices. Meanwhile we can take our choice of the alternative explanations.

RECRUITING LEAGUE FIGURES ENOUGH

THE CANADIAN Knit Goods Manufacturers' Association reconsidered their decision to submit a memorial to the government dealing with the drawing off of labor from the mills as a result of indiscriminate recruiting. When the Recruiting League's figures became known, it was felt that these covered the ground of a large number of industries thoroughly and that as these were presented to the government at Ottawa about the same time as it was intended to submit knit goods figures, this would be sufficient.

The war has been responsible for a great many changes in business methods. Perhaps none more notable than the progress of the special Made-to-Measure special department of the clothing manufacturers. H. Vineberg & Co., Montreal who inaugurated a very successful department of this sort, state that the war did a good deal to popularize this branch, both with the manufacturer and the retailer. The benefit to the retailer in being able to fill orders on short notice without having to carry any stock, is quite obvious. To the manufacturer in normal times, the sale of this stock is of prime importance, but in times like these, when many of them do not know where the stock is coming from, naturally manufacturers too, were glad to fall in line.

BOYS' DEPARTMENT

BIGGER SIZES THAN EVER IN BOYS' SUITS

30's to 36's in Demand This Year—But Almost Entirely in the Good Ranges — Ludlow Bros., of Brantford, Comment on This Unusual Demand—Probably It Results From Desire of Large Boys to Appear No Older Than They are in This Year of the Recruiting Sergeants' Activity.

"The Old Order changeth, yielding place to new."

Tennyson had a wonderful way of expressing a truth and the above line is just as applicable to the business world as to any other phase of man's activity.

The Old Order is considerably changing in men's wear business, and the dealer who can see this change coming, or who detects the change by some mental seismograph as soon as it has come is sure to make a success of his business. Those who lag behind—persisting in doing business exactly as it was done a few years ago—are likely to find that the Old Order has given place to new, and that new merchants are securing the business.

Now one of the changes which is being evidenced at the present moment is an inclination on the part of boys to get boy suits even when they might well graduate into a suit of long trousers. There never was a time seen when so many large sizes in boys suits were sold as in this year. This is a state of affairs, which possibly will not last very long, but while it does exist it offers merchants an opportunity to get business which might be lost to them otherwise.

A. Ludlaw of Ludlaw Bros., Dalhousie St., Brantford, states that boys' suits in sizes up to 36 are exceedingly saleable at the present time. Just why this is the case he does not know, but from what he has discovered, and from what is learned of other sources, it would seem that one big feature is the recruiting activity.

Now there are many boys who, while only 15, 16 or 17

The boys are eager enough to go, but they know they can't and they hate being put in a false position.

years of age look much older. Once in long trousers probably many of these would be approached by those anxious to secure recruits for the army; and while these boys would not be eligible, and would not be accepted, they would be put in what to them would be an exceedingly embarrasing position. Hence they are quite ready to continue for one more year in boys' clothing and to defer for one more year the long-looked-forward-to long trousers.

The Mother's Influence

The mothers of this land of ours have unquestionably a great deal of influence regarding the clothing of their sons, and it may be generally stated that any boy who can possibly be clothed in a boy's suit this year will have the advisability of purchasing this suit brought home to him by his mother. She does not know how long this war is going to last, and while unquestionably the mothers have been making huge sacrifices in allowing their sons to go, no mother likes to think that her 15 or 16 year old boy may be called upon; and to keep him in short trousers seems to make the possibility of his joining the army more remote.

Now this state of affairs will not continue after the war. There is another class, however, who must be considered—the boy who has grown rapidly, who is big enough for long trousers, but whose friends still are boys who naturally wear knickerbockers. These big fellows are frequently sensitive about their size, and want to keep in suits similar to those worn by their friends. Hence a demand for boys' clothing in big sizes regularly exists.

As to the Future

Looking into the future another point presents itself for consideration. It seems certain that many big fellows are continuing in knickerbockers to make it very evident that they are under military age. Yet the very fact that these big fellows have continued in short trousers may create a feeling in favor of the boys' suit for the "hobbledehoy—neither man nor boy" class—a feeling, a style almost—which may last and have a very real influence on buying after peace has come.

But after all, whether the merchant will sell large sized boys' suits in great quantities after the war will depend largely upon the way he goes after this business. He will certainly have to have the large sizes in boys' suits if he is to catch the trade of those who will not go into long trousers; but as Mr. Ludlow at Brantford, has found, he will be able in many cases to get the boy wearing men's suits.

Only in Good Materials

Speaking about these larger sizes in boys' suits, Mr. Ludlow points out that these need only be stocked in good materials.

The 30 to 36 sizes go to boys who are, this year at least, earning money. That is to boys who are able to pay for a good suit and are anxious to secure one of real value.

This suggests another explanation for the unusual popularity of the larger size boys' suits. It is Mr. Ludlow's belief that this popularity is partly the result of a general advance in clothing prices. Many mothers realize that they will have to pay considerably more for their boys' long trouser suit than ever they have paid for his knickerbocker suit; and they realize, moreover, that the same material in knickerbocker style can be secured at lower price, than in the long pant suit. Hence another reason for their urging one more boys' suit.

Mr. Ludlow is convinced that he secured business by reason of having large sizes in boys' suits which he could not possibly have secured without this stock. Some boys simply would not go into long trousers, though they were quite willing to pay up to $15 for their boys' suits.

On the other hand a number of boys who were quite large enough to go into long trousers, Mr. Ludlow did get to change this year.

To help in the purchase of the first suit of long trousers Mr. Ludlow regards as of great value. This sale, he says, makes an impression on the boy which lasts for years. That first long trouser sale is a milestone in the boy's life, and to the merchant who makes it is practically sure to come a good share of the young man's future business.

MILITARY ACCESSORIES FOR BOYS' SUITS OTHER MILITARY FEATURES STRONG

COTTON lanyards, such as are used by soldiers for watch, knife or whistle chains are coming extensively into use for the same purpose with boys' suits, especially in the khaki.

This fact is stimulating interest in these accessories, and manufacturers report more or less of a scramble for whistles in particular, which are limited in Canadian stocks. Jack knives with rings and cheap watches are expected to be similarly effected.

A feature of the boys' lines is the demand made on it by the other sex and other ages. Boy's 13½ shirts are now being asked for by men who wish a tight-fighting effect and one line at least of overcoats, the raglan, has been raided by the young girls who are reported to be wearing them extensively although bought directly out of the stock in boys' departments.

Juvenile styles have suffered as a result of the great growth of khaki business. Buster Brown's are rarely seen now. There are more of middy styles, Tommy Tucker imitation vests and Norfolk and sock coat effects, for the boy is becoming a smart dresser, but let it be remembered, not an ornate one. English sailor suits in all varieties are very popular in long and short trousers, blouses, jackets and all manner of facings. Galatea and linen suits are also selling very well. Middy jackets are most popular and a high-class department store line includes a larger number of mixed suits of middy blouses with navy blue or shepherd's plaid collar, lapel and cuffs and pants to match so that the latter may do service with two widely dissimilar coats.

Summer khaki drill has taken the place of many lines of washable goods, and one manufacturer states that in thirty years he has never sold so much of one number as of this line.

Narrow lapels on both coat and overcoat are becoming more pronounced. Patch pockets, pleats in the back and a two-piece belt attached on each side of the coat are strong features.

The young man's overcoat of the coming season is an adaptive imitation of the British worm, especially for the mid-season trade. It is both smart and sensible and makes a universal appeal. The colored vest for young men is dissappearing and promises to go out altogether.

SUITS & OVERCOATS

SOME NEW MODELS DESCRIBED

Suits and Overcoats for Fall, 1916, and Spring, 1917, Have Some Original Features—Tendency to Longer Skirts—Velvet Not in Great Evidence—The Young Man Still Kept in Mind by Designers Despite War Conditions.

THIS month, or next at latest, clothing models for Spring, 1917, will be shown the trade; and as deliveries of suits constructed on these lines will be possible this Fall, it is quite likely that many merchants will immediately order these. Therefore the Spring styles, as now being evolved by expert designers, may properly be here considered along with new Fall lines which will shortly be offered the trade.

Speaking generally there seems a greater tendency than a year ago, to have the young man in mind when designing suit or overcoat—this in spite of the large number at the war. The idea is that what suits the young man will suit the middle aged man, if not too extreme; and that, after all, there are a great many young men still abroad in the land. The young man, moreover, is the one who popularizes the styles.

Speaking of the general tendencies there is noted one toward a lengthening of coats. Young men's sacs, for instance have been generally made in 29½ inch length, but some new models show these in 31 inch length—with good drapish skirts.

It should be of value to describe some of the new models which are ready at the time of writing (July 17).

Pinch Back to Continue

To begin with it is evident the pinch back, which when put upon the market last year by one or two manufacturers failed utterly to arouse any great interest; but which came back strongly for young men's business this year, is to be a favorite in 1917. Or perhaps it would be better to say that some of the best manufacturers evidently look for continued or growing popularity for this line.

The new models in this pinch back style show no pleats below the belt, and a variety in the pleats above. The two middle pleats, for instance, may run up from the belt 6½ inches, and the outside pleats up 4½ inches. Or this order may be exactly reversed, giving a squarer appearance to the back.

Pinch back models will, of course, again be made with patch pockets.

Evidently clothing merchants are going to be able to supply their customers, three, two, or one button sacs.

A Noteworthy Model

An exceedingly interesting one-button model just designed is illustrated herewith. The one-button, it will be noted, is really a link, which enables the soft front to be buttoned over, as in ordinary one-button coat, or to be fastened much as a cuff is—that is to simply cause the two edges to meet, without any overlapping.

This coat has a high waist line, and a rather fuller skirt than 1916 models. The sleeve is narrow, and the

One of the new young men's models to be shown by E. G. Haehborn. Unfortunately the illustration does not do justiee to the graeeful lines, and general attractive appearanee of this model, but it does eonvey the general idea.

crescent pockets are piped. The vent is deep, as is the case with practically all the new models.

This is a model a little extreme it is true, but with a dignified appearance—absolutely bereft of any flashy touch.

Fine Golfer's Coat

A sport coat—especially suitable for golfers—is an interesting model. This is single-breasted, three-button, with large telescope patch pockets of ample capacity. The belt comes well around to the front, fastening just above the front of the pockets. The back has the pinch back effect, with the two outside pleats running from the belt right up to the shoulder seam—a fine, roomy coat this, suitable for the man be he young, middle aged, or approaching the milestone, called elderly, who is much engaged in outdoor sports.

Ulsterets to be Popular

A designer who has made a name for turning out models of beauty, and of such practical qualities that they make a general hit, is preparing a line of what he calls ulsterets, which, as the name implies, is an overcoat which will serve the purposes of an ulster, but will be different in several ways—different in ways which it is hoped will make it particularly suitable to the climate, and to the wishes for a comfortable, warm and smart garment.

These ulsterets will be in lengths ranging from 39 to 46 inches, and will be made both in single and double-breasted effects, with storm collar, back belt, and pleats. It is a roomy coat—not necessarily large, but giving easy movement, and having very smart lines.

One ulsteret model has the belt coming all the way round, an ulster back, with high vent, and a soft, three-button front. No velvet is shown on this model.

Still another ulsteret has a plain belt at the back, sewn solidly to the coat, and above this belt is box pleated— it is almost a pinch back overcoat in this one regard.

A Model Unique

A model which has the marks of designers' skill all over it has a back after the Chesterfield model, with the frock front. The back skirt is pleated at the sides, and the vent is high. The pockets, on this model, both side and breast, are piped with velvet, and the collar is of velvet. A rather fancy model this—not freakish, but the staid citizens will likely regard it, perhaps with longing, but with the self admonition to get something more like the coat of yesteryear.

Velvet in the Background

By the way this is the first coat of which it has been necessary to speak extensively of velvet. Indeed it begins to seem velvet will not be so largely used as was at one time thought. Velvet is hard to secure; is not of the best quality, and manufacturers are passing it by as much as possible.

Still another interesting model, which merchants may expect to see shortly, is what its designer calls "a young man's body tracing overcoat." It is made 39 inches and 40 inches long with slanting pockets at the side—there is no breast pocket, the tendency evidently being to do away with these as much as possible. The back has a deep vent, and a double-breasted front, cut rather high in the waist, carries out the "body tracing" effect—another model this for those who enjoy rather than dread the gaze which naturally follows the man attired somewhat differently.

A Sure Hit

Another model being shown will, Men's Wear Review feels, find wide favor. Its designer describes it as a kimona, or throw-on coat, with split sleeve having no elbow seam, wide collar, slash pockets with half patch inside, giving the wearer easy access to the trouser pockets. The coat is made in 40 inch length.

It has easy lines. Looks an informal coat, giving the greatest measure of comfort. It will assuredly find favor with a great number of men.

SPECIAL MEASURE PROPOSITION HAS SPECIAL OPPORTUNITY, PEOPLE BEING FORCED TO GIVE THIS SYSTEM A TRIAL

SURELY there are enough disquieting features to business at the present time. It is therefore worth taking note of a feature which offers cause for elation. Strangely enough there is such a cause in the clothing situation.

For the very reason that cloth is so high and is so difficult to get, every men's wear dealer is being given an opportunity to get a firmer hold on the clothing business of his community.

The merchant tailor is having a harder and harder time. Even in those cases where his account is gilt-edged, he has not very large buying powers, and he experiences the greater trouble in getting goods. Moreover, the labor question is a big one with him. Frequently he can only give work at certain seasons of the year, and for this reason is losing his help to those big manufacturing concerns which can guarantee their employees year-round occupation.

This simply means that the merchant tailor is having great difficulties in giving the best service to his customers, and the men's wear dealers who are going out after business for their clothing department are making a great success.

It is true many men have a prejudice against ready-made clothing. A good deal might be said on this point. If a man of ordinary build went into a store where ready-made clothing was carried in large quantities and in good qualities, he would almost certainly find something to give perfect satisfaction. From a smaller stock, however, satisfaction is not perhaps assured.

But the special measure system, of which men's wear dealers now may avail themselves, this man who prefers the made-to-measure to the made-up suit can be served, and it so happens that while his measurements are not taken perhaps by an expert, they are taken under such conditions that any mistake is almost out of the question.

The special measure firms send out forms to be filled in by the merchants. These are exceedingly explicit. Moreover, they ask the vital information in three ways, and thus the measurements may be checked up—proved as it were—to make sure that the one who took the measurement made no mistake.

(Continued on page 48)

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

Much Profitable Collar Business For You in Sight and to be Developed

KANTKRACK

Trade-Mark Registered

They Want KANTKRACK Collars

YOUR farmer customers, artisans of all descriptions, Conductors, Engineers, Laborers, Drivers, Teamsters—all want **KANTKRACK** Collars. Schoolboys want them. A linen or cotton collar is quite out of the question most of the time for these classes of collar-wearers. You know this, and so it is just common-sense to go after the business of all men engaged in "sweaty" jobs, yet who desire to keep up the appearance of respectability. Indeed there is a really good business for you among other classes who find laundry bills a heavy tax on their earnings; they can easily be persuaded to wear **KANTKRACK** Coated Fabric Collars which cannot readily be distinguished from an all linen or cotton collar. They cost you $2.00 a dozen and retail at 25c each.

Just this last word:

KANTKRACK Collars keep up to date in the matter of styles.

They have a patented slit-over reinforced buttonhole which allows freedom in buttoning the collar and adjusting the tie.

They have a patented flexible tab which relieves the strain on the front fold of the collar. With these good talking points it is easy to sell **KANTKRACK** Collars.

Made in Canada—This is another reason for your good-will. **KANTKRACK** Collars are made in *"one grade only and that the best,"* and sold at one price to all.

Send in a small order—to get acquainted. You take no chances.

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANTKRACK *waterproof collar*

HAMILTON, CANADA

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

If any advertisement interests you, tear it out now and place with letters to be answered.

HIGH PRICES FOR CLOTHES AFTER THE WAR THESE EXPECTED TO HOLD FOR FULL TWELVE MONTHS

MORE to the end of making sure of receiving cloth already long on order, than to place new order, a number of Canadian clothing manufacturers have been in England and Scotland this Summer. What they have to say of the cloth situation is not exceedingly hopeful. That there will come any lower prices, even following the declaration of a peace which now seems more within the bounds of possibilities than it has for a long time, is not regarded as likely. On the other hand, buyers from the big manufacturing concerns appear to expect the greatest difficulties in securing goods to be shipped about September.

When a Men's Wear Review representative was calling upon one manufacturer of boys' clothing there were present also the agents for some of the biggest cloth mills. This agent had in his hands two cables he had just received, which read practically identically in these words: "Take no more orders, labor difficulties make shipment impossible. Writing."

Manufacturers who went over to make sure of their Fall supplies refer to the labor difficulties spoken of by these British mills. These difficulties are not only the result of so many men being at the front, but also of so many mills being forced to devote a great percentage of their time to the making of lines required for army purposes.

The huge amount of cloth being used for the armies is assuredly going to have a far-reaching result after the war is over. Never has there been a time when the consumption of wool was as great as at present. It has to be remembered that men are now wearing wool who never did so before. In the Russian army, for instance, many wear this expensive clothing who before wore a cheaper grade of cotton. Moreover, they are using up the wool they wear exceedingly rapidly, trench warfare and the general rough life being of course the cause of this.

Some students of the woolen market estimated that there is not enough wool in the world to supply the needs of the army. It may well be that this is slightly exaggerated, but certainly it is that when such huge orders are given for military purposes the material available for other purposes will be reduced in quantity. This being so, it might be hoped that with the war once over, and the need of uniforms concluded, there would be an immediate easing of the cotton and woolen situation, and in consequence an immediate reduction in the price of cloth.

No such condition is looked for, however.

Due to war conditions, the supply of wool has been used up. There is no reserve of wool at the present time to speak of. Then many countries are denuded of wool and of cotton. In Germany, Bulgaria, Australia there is no wool, and England has seen to it that no cotton has got to these countries for two years. Moreover, England, who has had control of the woolen situation, has held a tight hand on the supply for the last two years, and even the market of her Allies, France, Italy and Russia are not now or never have been since the war started, particularly well supplied with wool. No, nor are they particularly well supplied with cotton, for commercial purposes.

This means that with the war once over there will be a huge demand from all these countries for both wool and cotton, a demand for which there will be no adequate supply.

The demand will also be increased by the return of many soldiers to civilian life. They will be getting out of army clothes and into ordinary clothing which will mean a tremendous demand for suits even allowing for the certain maintenance of a large standing army by a number of the powers.

C. E. Gilchrist, of the Gilchrist Mfg. Co., makers of men's clothing, is one of those just back from the Old Country, and he gives it as his opinion, based upon his observation in the British Isles and upon the opinions expressed to him by other buyers, that if peace were to come to-morrow there would be no reduction in the price of cloth or easing in the cost situation for at least twelve months.

Speaking of cloth qualities, Mr. Gilchrist says that from what he saw when in England and Scotland, he feels sure that even at the high price which is being charged, the manufacturers cannot get as good values as formerly. As regards patterns the British manufacturers are creating nothing new. They can sell all they want of cloth made in old patterns, and they are not going to interfere with their plans long enough to change these.

It would be thought that a good deal of cloth would be brought into Canada from the United States. No doubt a good deal is coming in, but Canadian clothing manufacturers do not seem to regard these offerings very highly. They state that the United States clothing mills make a good cloth in the better grades, say from $2.50 per yard up. Below that they do not compare with the cloth that can be procured from the Old Country. They have the appearance, as the United States manufacturers are going more into new patterns these days, but the cloth itself lacks the lasting qualities.

Summing up it looks like much higher prices, for men's and boys' clothing. There will, of course, be suits offered at all but the very low prices, but they will not have the lasting qualities of those sold in former years. Cloth simply cannot be procured at the money to make such old values possible, some cloths indeed cannot be produced at all.

SPECIAL MEASURE PROPOSITION HAS SPECIAL OPPORTUNITY

(Continued from page 46)

The special measure suits which are to be sold this Fall are very evidently going to be high in price, much higher than they have been for some time past. $45 will be nothing out of the way, and $16.00 seems about the lowest price which will be quoted. Manufacturers are out of the cheaper grades of cloth—or nearly so. The old $10.50 suit, wholesale, is almost gone, and from $12.50 to $13.50 seems to be practically the low price level.

Experience of dealers, however, is that customers will pay the higher price necessitated by existing conditions.

The clothing and gents' furnishings stores of Owen Sound will close each Wednesday at 12.30 o'clock, noon, during July and August, with the exception of Civic Holiday week.

R. E. McLean, Lucan, has moved his stand, now being located one door north of the Central Hotel.

Very Swagger Clothes

You provide the man and we'll provide the clothes TO MAKE HIM LOOK LIKE THE PICTURE.

With Style-Craft Tailored Clothes you can clothe the men of your community with clothes of OBVIOUS DISTINCTION—and one man so attired influences another.

But the main point is this: You cannot possibly be out-distanced by any local competitor if you have the agency in your community for STYLE-CRAFT TAILORED CLOTHES.

We invite your enquiries for a STYLE-CRAFT AGENCY—and respectfully suggest that you write us to-day, for to-morrow—well, you know that to-morrow is a thief and a traitor.

E. G. Hachborn & Co.

50-54 York Street, Toronto

HATS and CAPS

A WORD ON STRAWS FOR 1917

WIDER brims and lower crowns—such, it seems, will be the tendency in straw hat styles for 1917. The early models now ready to be shown indicate this.

Brims will be as wide as 2½ or even 2¾ inches, while crowns of 3¼ inches will be fairly common.

A model which will probably be worn only by those who do not fear a little extreme style, is one with a 3-inch crown and a 2¾ inch brim.

The staple blocks will be 3⅜ crown by 2⅜ brim—this seems well nigh certain.

The demand for Panamas in 1917 will be enormous.

Such is the opinion of hat manufacturers and jobbers, based upon the demand which is only now abating. "We simply couldn't satisfy the demand this year," says one manufacturer. "Everything points to an even larger season for 1917. Alpine shapes seem sure to be strong."

The semi-bleached hat, it appears, is almost a thing of the past. White bleached will be entirely the thing for 1917.

This season a large number of Japanese Panamas were sold. It seems this feature will be even more pronounced for the coming season. Toyo braid, however, is likely to be more in demand than the Jap Split. It is considered a good deal better.

And as to prices.

Well, there won't be much difference in the early orders—those received up to the end of October. Present stocks of raw material will suffice to fill the demand up to that time. After October, however, advances may be looked for, since then the more expensive braids and bleaches will have to be used in the hats. One manufacturer has this to say on prices, as they well believe the new materials are used in manufacture: "If a man sold the same quality there would have to be a $4 a dozen increase. But we won't sell the same quality."

OVERALL SALES TO HELP TOBACCO FUND

The Peabodys Sales Corporation Ltd., of Walkerville, Ont., makers of the well-known overalls and work clothes, have arranged to contribute to Canada's Tobacco Fund, the fund, which enables the soldiers fighting for the Empire, and more than the Empire, to have always the cigarette or pipe which they need.

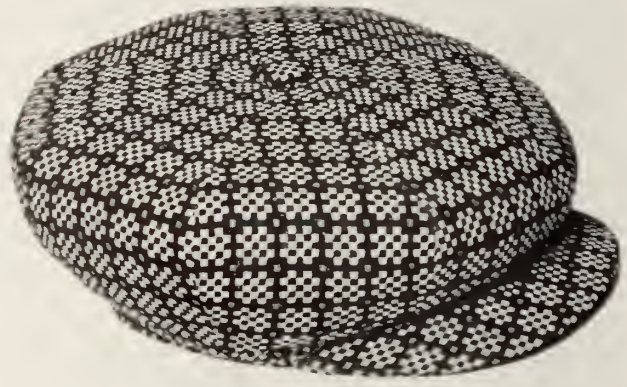
Every Peabody garment carries a trade-mark ticket, and for every one of these tickets returned to them or the Over-Seas Clubs, $0.01 will be paid into the tobacco fund. As the company manufacture a million garments a year the contribution, it will be seen, will be very large.

The Company is asking every merchant who sells overalls to act as a collecting agent for these tickets, and to encourage cash contributions from their customers.

MANUFACTURING NOW

Fried, Grills & Co., Toronto, have practically gone out of the jobbing business, now manufacturing their own soft felt hats in their plant, 102 Front Street West, Toronto. Along with their own hat, however, they are selling direct to the trade the following lines:

Knox felts, New York; Ohlbaum, Panamas, New York; Gammond & Co., ladies Panamas, New York; the Crown Hat of Galt and Tip-Top Caps, London.



Early Fall caps made of American double texture goods in shepherd check, either black and white or blue and white plaid, with blue or green silk spots. The lining is of satin. The model illustrated is shown by the Boston Cap Company, Montreal.

HOW ADVERTISING HURT ONE PRODUCT

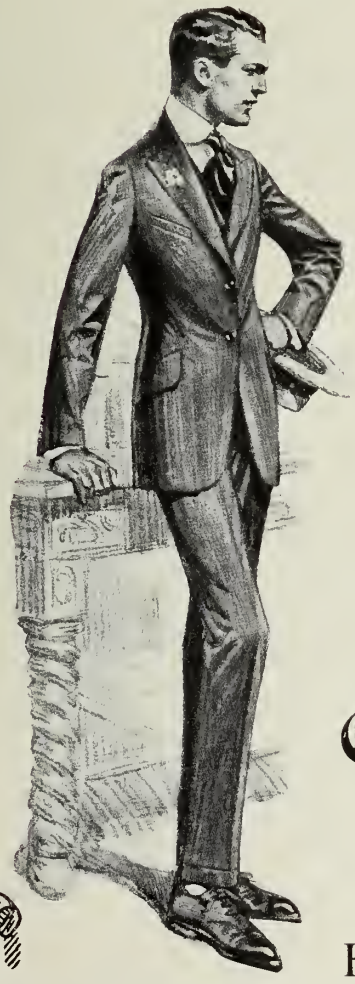
Courtland Smith, president of the American Press Association, New York City, speaking before Kansas editors during "newspaper week" at the University of Kansas, told of an underwear advertiser who advertised for three years without a proper effort to stock local dealers, and found at the end of the expensive process that he had hurt instead of helped his product.

"Dealers had had occasional calls for the goods," said Mr. Smith, "but no one had been around to stock them, and so they sold something else. The advertising was continued, and still they were not stocked. Naturally, they did not like for their customers to call for goods they did not even have opportunity to supply. Finally, when the company discovered its error and started out to stock the dealers, it found a great many dealers unfriendly. It was harder to stock the goods than if they had never been advertised at all."—Associated Advt.

Our Special Order Equipment

will land you among the Foothills of Prosperity without outlay. Experience not absolutely necessary. A safe and satisfactory return is assured to you.

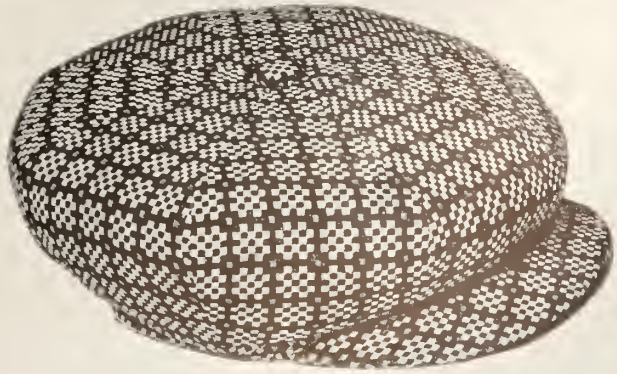
Our equipment for the Special Order Department will be complete about August 1st. We have the materials, the trimmings, the organization to take care of 50 new accounts in Cities and Towns where we are not already represented, and will reserve a set of these samples for fifty dealers who will handle our line exclusively.



Let us demonstrate our ability to serve you with the finest stock of woollens in Canada. You cannot afford to take any chances while the war lasts unless you know the merchandise stock is there on call. Reserve your equipment to-day by wire at our expense.

Coppley, Noyes & Randall
Limited
Hamilton, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.



Early Fall Cap of Latest American Double Texture Goods. Black and White and Blue and White Plaid with Green Spots—Satin Lining.

New Caps for Early Fall

Now ready, including many Nobby Styles from LATEST MATERIALS.

THE BOSTON CAP

MADE IN CANADA

is the Equal of any Imported.

We buy just a little ahead and a little closer than the other fellow, and are in a position to give you a share of this advantage.

ASK FOR **SAMPLES AND LATEST PRICES.**

BOSTON CAP COMPANY 219 St. Lawrence Blvd. MONTREAL

EMPIRE MADE

A Nugget of Profit

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

There is a good profit for you.

The Nugget Polish Company

LIMITED

9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

QUEBEC - - - R. E. Boyd & Co., Montreal
NOVA SCOTIA - - Arthur Fordham & Co., Halifax
NEW BRUNSWICK - - - C. A. Munro, St. John
BRITISH COLUMBIA - J. Leckie Co., Vancouver

MONARCH HATS

A TRADE-MARK THAT HAS STOOD THE TEST OF YEARS

A line that embraces only the most reliable quality of hats shown.

Felt Hats Straw Hats

The travellers with this line of samples will be showing them very shortly. You will find it profitable to inspect the values.

L. GNAEDINGER, SON & CO.

90, 92, 94 ST. PETER STREET, - - MONTREAL

A QUESTION of SALES

Your Ledger will Prove What we say

If you are one of the few merchants who have yet to try the

Wolthausen

line there's a big surprise in store for you. For thousands of other merchants it has been their big money-maker—it will be the same for you.

The secret lies in our style—always the latest and snappiest. The new Fall lines are a revelation in "becomingness." Write or wire a reservation to any of our offices, or ask for folder showing our most popular models.

The Wolthausen Hat Corporation Limited

Brockville, Ontario

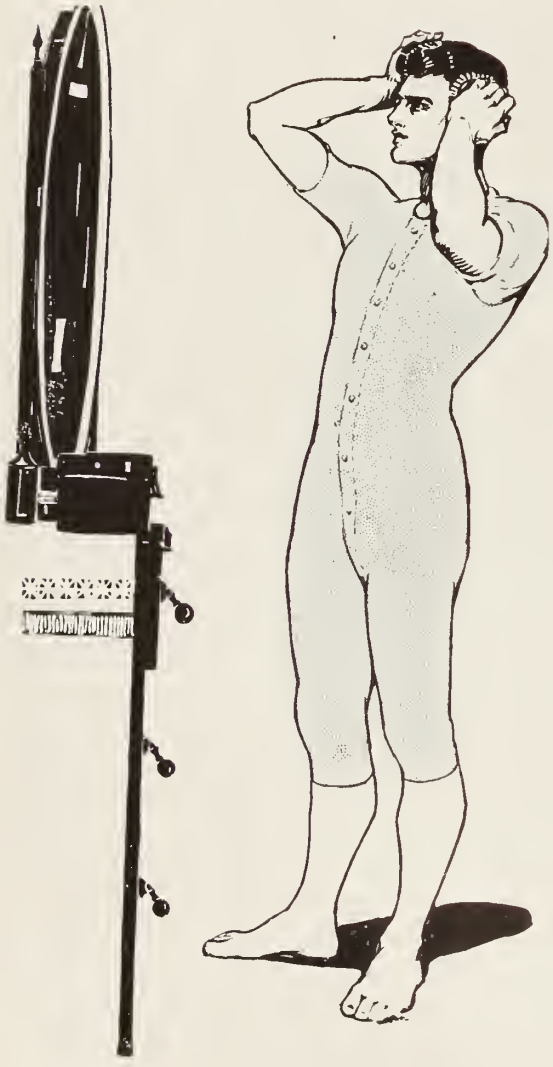
TORONTO OFFICE
28-30 Wellington Street W.

MONTREAL OFFICE:
Mappin & Webb Bldg.
10 Victoria St.

Buy Early and Be Sure of Your

ZIMMERKNIT

LINES



Every Jobber has bought his 1917 Spring stocks. You will find the Zimmerknit line complete and exclusive in finish, materials and all round quality and value.

See your Jobber's representative, and look for this trade mark. Label—

ZIMMERKNIT

Buy early and be sure of delivery.

THE ZIMMERMAN MFG. CO., LIMITED
HAMILTON, - - CANADA

Largest Makers of Quality Union Suits in Canada.

The Camps are in full swing.

Mr. Dealer, now is the time to concentrate on military lines and win your share of this profitable trade.

By featuring R. J. Inglis' military goods you will be in a splendid position to secure the soldiers' patronage. We sell nothing but quality goods; our forty years' successful experience in military outfitting is our best recommendation. You will find our service unexcelled—all orders are executed promptly and satisfactorily.

"Say, Mac, you can't beat this "Soldiers' Friend" Button Polish. It's one of the Inglis' Military lines, and like all that firm's goods, is thoroughly dependable.

We are sole agents for WILKINSON SWORD CO., Limited, London, England, and CONSIDYNE, CURTIS & CO.'S FAMOUS SOLDIERS' FRIEND BUTTON POLISH, Bristol, England. This is a paste polish of unusual merit and is a sure winner with every Tommy.

ESTABLISHED 1875

We supply Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Haversacks, Water Bottles, etc. Tell us your military requirements.

Liberal Discounts.

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Clothing and Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH
291 Garry Street
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

SPRING, 1917

HATS, CAPS, Etc. NOW READY

Our travellers will be starting shortly with our NEW SPRING, 1917, complete line of

HATS, CAPS, STRAWS, PANAMAS, Etc.

We call special attention to our line of PANAMAS which promise to be a special feature next season.

It will pay you to see our full range before placing orders.

James Coristine & Co., Limited, Montreal

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No. 386. Price only $24 per gross. Made of ⅞ cable web and moire top. Rubber protected button.

No. 396. $25.50 per gross. Made of ⅞ cable web and silk top. Rubber protected button.

No. 375. $45 per gross. Made of ⅞ silk cable and silk top. Rubber protected button.

Arrow Pad Garters are being extensively advertised to the consumer. Be ready for the demand. Write direct or ask your jobber.

Arrow Garter Mfg. Co.
314 Notre Dame St. West, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Fried, Grills & Co.

102 Front Street West
Toronto

Men's Hats made up to a standard, not down to a price.

190—All Colors
$18.00, $19.50, $22.50, $24.00.

228—All Colors
$18.00, $19.50, $22.50, $24.00.

All our Hats are absolutely made and finished by hand. Have you noticed the difference? Made and finished in Canada in the most up-to-date hat plant in the Dominion.

241—All Colors
$18.00, $19.50, $22.50, $24.00.

242—All Colors
$18.00, $19.50, $22.50, $24.00.

A few of our leaders. Let us forward a few sample half dozens.

236—All Colors
$18.00, $19.50, $22.50, $24.00.

111—All Colors
$18.00, $19.50, $22.50, $24.00.

Fried, Grills & Co.

102 Front Street West
Toronto

Fit-Reform

FIT REFORM TRADE MARK

The name Fit-Reform has long since become a household phrase in the homes of those who wear high-class tailor-made Suits and Overcoats.

Fit-Reform were the first in Canada to manufacture tailor-made Garments which have superseded the Custom Tailor and to-day it is acknowledged that they stand where they have always stood—at the top of the tree, as makers of very best.

An important branch of Fit-Reform tailored Garments and which is yearly increasing, is the made-to-measure department, and if our system is not already established in your district (many new towns continually springing up), we would be pleased to hear from those who contemplate entering into the made-to-measure system, with a view to placing Fit-Reform in their midst.

We supply an elaborate set of samples, measure books, advertising matter, etc. To those interested, we will be pleased to furnish full particulars on application to

E. A. Small Company, Limited
8 BEAVER HALL HILL
MONTREAL

MAKERS OF

Fit-Reform

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Highest Grade Qualities

Abnormal market conditions have made it very difficult to secure materials, and prices have increased all along the line, but under no circumstances have we sacrificed quality or skimped workmanship for the sake of price.

We insist that "DOMINION" RAINCOATS shall be highest standard of quality and the best workmanship that skill and money can provide.

Don't accept our statement for the fact. Examine the garments and make comparisons. There is but one verdict:—

"DOMINION" RAINCOATS

MADE IN CANADA

Best for Style, Fit and Finish

Write for Catalogue, Price List and Swatch Books.

Canadian Consolidated Rubber Co., Limited

MONTREAL, P.Q.

28 "Service" Branches Throughout Canada

The "Hawthorne"

A new member of the family of Lightweights

It's going to be the lightweight champion. So different from the others that it should prove a valuable addition to your line.

We are going to advertise it extensively and you will do well to place your orders now, to take care of the Summer trade.

Write your nearest branch house.

By the illustration you will see that a cravat knot fits the collar perfectly, and with the eyelets instead of buttonholes, the wearer can use a fancy pin instead of the more common link buttons.

TOOKE BROS., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

"Spring Buying and Fall Merchandising Number"

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

l. VI PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1916 No. 9

MADE IN CANADA

"Doncaster"

ARROW COLLARS

IRRESPECTIVE OF THE PRICE THE BEST THAT YOU CAN BUY

$1.20 per doz.

CLUETT, PEABODY & CO., INC., Makers, Montreal

Velvo-Chameleon

Sixteen years ago we first produced *VELVO*, and it's in greater demand to-day. For the past year it was unprocurable. In October we will be in a position to supply it again, in 48 shades of 2 weaves.

It is the only 50c. tie in the world that retailers can charge 75c. or $1.00 for and give the consumer *value*.

VELVO is a *magnificent, lustrous, rich* cravat material that will make your neckwear business a success, and you may return *VELVO* at any time for any cause. (An unusual agreement for a tie manufacturer to make.)

Three-fourths of our output on *VELVO* is sold in foreign countries where it is *Quality First*. "Canadian consumers' misfortune," not ours.

Niagara Neckwear Co., Limited

NIAGARA FALLS, CANADA

Our Autumn Range of Grand Fancies Out in September

Both are wearing it
because they recognize in it the ideal cap.

If seeing is believing, Mr. Dealer, we feel confident that an examination of the new Cooper line will convince you of its unusual selling value. The most particular young man coming into your store cannot fail to be impressed with the deep back, full crown and soft, non-breakable visor. Many of our lines are made in big sizes for ladies, and are particularly popular for motoring, touring, etc.

To all the trade the name Cooper stands for original style, exclusive patterns, honest material and superior workmanship. Our prices, too, are the closest possible, having in mind the high-grade quality of the Cooper lines.

Don't place your next order without looking over the big values we offer you. Write for appointment—*now, while you think of it.*

Cooper Cap Company

260 Spadina Ave., Cooper Bldg.
TORONTO

Penmans

IN giving Penmans Hosiery the smartness that has helped make them distinctive, fit and wearing qualities have not been overlooked, rather have they been enhanced in the development of hosiery that is a real achievement.

Your needs can be supplied by a dealer who has Penmans.

Penmans Limited
Paris

TRADE MARK REG'D

QUALITY

New Era

CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

WE wish to inform the Trade that we will, as in the past, show for Spring, 1917, a complete up-to-date range of

Men's, Young Men's and Children's

New Era Quality Clothing at Popular Prices

If you are a Customer we bespeak a continuance of your trade.

If you have never bought from us we ask you to give our representative a kind hearing when he calls.

THE FREEDMAN CO.

SOMMER BLDG.

41 Mayor Street - MONTREAL

"NEW ERA is our Trade-Mark, but it is the QUALITY behind t' e name that COUNTS."

If interested, tear out this page and keep with letters to be answered.

Very Swagger Clothes

You provide the man and we'll provide the clothes TO MAKE HIM LOOK LIKE THE PICTURE.

With Style-Craft Tailored Clothes you can clothe the men of your community with clothes of OBVIOUS DISTINCTION—and one man so attired influences another.

Bnt the main point is this: You cannot possibly be out-distanced by any local competitor if you have the agency in your community for STYLE-CRAFT TAILORED CLOTHES.

We invite your enquiries for a STYLE-CRAFT AGENCY—and respectfully suggest that you write us to-day, for to-morrow—well, you know that to-morrow is a thief and a traitor.

E. G. Hachborn & Co.

50-54 York Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

NOW OR NEVER

IS THE TIME TO

SORT UP FOR FALL

MEN'S

SHIRTS

GLOVES AND MITTS

HOSIERY

UNDERWEAR

SWEATERS

NECKWEAR, ETC.

If you do not see our traveller when open to buy the above, the services of our Letter Order Department are at your disposal.

THE W. R. BROCK COMPANY (LIMITED)

WHOLESALE DRY GOODS

Montreal

TORONTO CALGARY

VALCARTIER CAMP

QUEBEC
The Crest of the 171st Overseas Battalion
The 171st Overseas Battalion
The Crest of the 115th Overseas Battalion C. E. F.
The 115th Overseas Battalion
The Crest of the 148th Overseas Battalion, C. E. F.
148th Overseas Battalion
Affiliated with
McGill Contingent C. O. T. C.
Stirred by the love of liberty and honor—called by the Empire's need - undaunted by the hardships and carnage at the Front keen to be in at the finish—Canada's finest manhood is getting into khaki!
Men who thus give up income and home comforts, and risk life itself, certainly should not have to sacrifice such civilized habits as a clean, smooth shave whenever they want it. Experience has shown that the only way to be sure of this at the front is to have a Gillette Safety Razor.
Wherever there is soap and water, and five minutes to spare, the Gillette will give a real velvet shave. Take one to the Front yourself if you can—if you cannot go, see that your enlisted friend has a
Gillette Safety Razor
Commanding Officer Lieut.-Col. A. A. Magee.
Senior Major Major A. S. Eve.
Adjutant Capt. P. F. Stie.
"A" Company Capt. H. F. A. Sikeman.
"B" Company Capt. D. P. Gillmor.
"C" Company Capt. L. M. Hooker.
"D" Company Major A. Sidey English.
Recruiting Office: 197 Peel St., Montreal.

At the Front they Want Gillettes

Somewhere in France.

My dear Reid,—

Thanks for your letter and cigarettes. In reply to your question as to my needs—send me a Gillette Safety Razor. I've discarded my open blade. Time's too valuable, and besides I want to get a clean shave whenever I want it.

At present I am using a Gillette belonging to one of the boys, but would like one of my own.

We've been going pretty hard during the last few weeks but have not had any of the real stuff—just the usual casualties.

Regards to all.

G. E. Pearson, 128 R.C.I.G.

If any advertisement interests you, tear it out now and place with letters to be answered.

CAMP BORDEN

The 170th Mississauga Overseas Battalion
The Crest of the 170th Overseas Battalion
"Norfolk's Own" Overseas Battalion
The Crest of the 133rd Overseas Battalion
"Tiger" Overseas Battalion
Affiliated with Hamilton Amateur Athletic Association
The Crest of the 205th Overseas Battalion
Here's to the pigskin-chasing, line-bucking, hard-tackling stalwarts who, as the nucleus of the "Tiger" Overseas Battalion, are getting ready to win their yards from the stubborn foe in Europe. With them go the elite of Hamilton's athletic young men, true sportsmen and heroes all. Could you ask for better pals at your side while you "do your bit" for freedom and Empire?
Trained to appreciate A1 equipment, the boys of the "Tiger" Battalion all have—or hope to have before they sail—a Gillette Safety Razor. Experience has shown it's the only way to be sure of clean and comfortable shaving under active service conditions.
If you cannot go Overseas yourself, you can do a real and lasting service to one of the gallant "Tigers" by giving him a
Gillette Safety Razor

ONTARIO

Every Canadian Is Interested

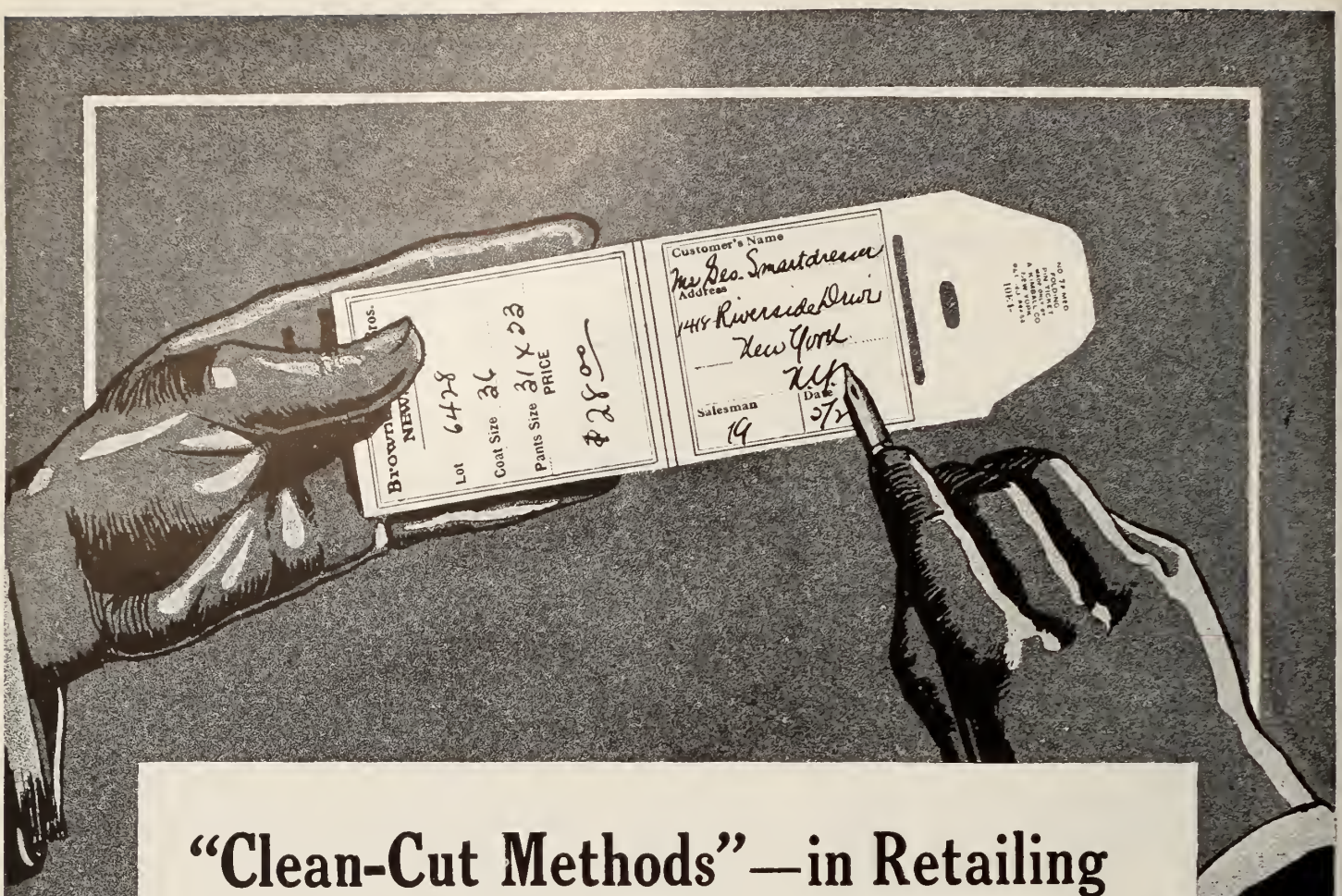
in the series of big "Battalion" and "Camp" advertisements which we have been running throughout the Dominion. So many have been acting on the timely suggestions they contain, that thousands of soldier boys are now enjoying Gillette Safety Razors—and hundreds of dealers appreciate their growing sales.

In "active service" Gillette Safety Razors are more than making good. So, incidentally, the war is opening the eyes of the nation to the quick, clean comfort of the Gillette shave. To you this means good business, both present and future. Are you actively co-operating with our advertising and making the most of your opportunities?

The Gillette Safety Razor Co. of Canada LIMITED

Office and Factory: The Gillette Bldg., Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.



"Clean-Cut Methods"—in Retailing

Sound business methods such as the use of KIMBALL COAT TICKETS win the CONFIDENCE of your trade

Use the Kimball Coat Ticket on all your clothing.

It's a clear, clean, sensible, efficient method of "tagging" your stock.

The ticket can't fall off. Also,—it is always "in sight"—handy.

After the suit is sold you write the customer's name on the ticket and, by filing it away, you always have an active, accurate mailing list of "live names" for circularizing.

Few, indeed, are the alert clothiers who are not using the Kimball Coat Ticket. Wouldn't its many uses and *exclusive* advantages,—and trifling cost, interest *you?* Write us for complete information.

TRADE MARK KIMBALL REGISTERED U.S. PAT. OFFICE

A. KIMBALL CO.

307-309 West Broadway
New York City

Announcing

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Hosiery

WE are installing a distinctly new department for the manufacture of Fine Quality Hosiery, for Men, Women and Children, in silk, lisles, mercerized, cotton, and cashmere. Our Plant under the direction of a thoroughly skilled Hosiery Manufacturer will contain the latest and most improved machinery in every particular.

Sample models will be with our travellers in a few weeks, and deliveries will be made for Spring 1917 Season.

Buyers will find "MONARCH" Hosiery to fully measure up to the high standard of Style, Quality and Workmanship that is maintained in other well-known "MONARCH" Products.

The Monarch Knitting Company, Ltd.

DUNNVILLE - - - CANADA

Manufacturers of Men's, Women's and Children's Sweater Coats, Hosiery, etc.

MONEY IN WASTE PAPER

$2.00 to $10.00 a Month for Your Waste Paper

Waste Paper Bin and Baler Combined. An ever-ready receptacle for that burdensome accumulation.
Floor space 23 x 26 inches; height 4 feet 3 inches. Size of bale 14 x 18 inches, with an average weight of 75 pounds.

THE "JEWEL" BALER—

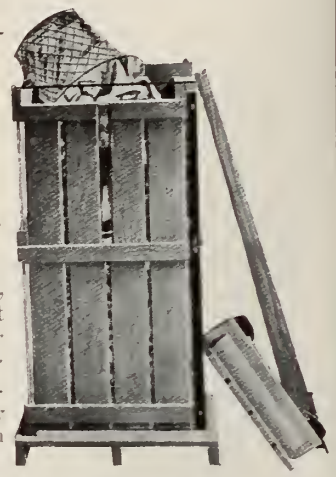
Complete with one bundle of wire,

$17.50 f.o.b. Hamilton

(by 10 day draft)

Not only pays for itself but makes you money. Strong, Durable, and Easy to Operate.

There is always a market for baled waste paper, and the installation of a "Jewel" means a permanent addition to your equipment that will not only very quickly pay for itself but on account of its capacity and ease of operation will be found a positive convenience to any place of business. It affords every facility for keeping your premises in a tidy condition and reduces to a minimum the risk of fire.



By all means GET A BALER—better still—GET A "JEWEL." Hundreds of satisfied users testify to its value. All information re Balers or the price and disposal of Waste Paper is free for the asking. Order your Baler to-day.

GENERAL SALES COMPANY
Distributors

203 Stair Bldg.
TORONTO

THE "AEROCAP"

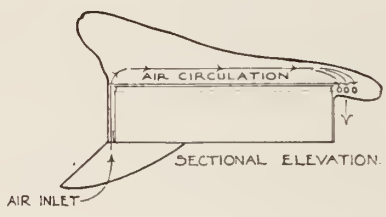
THE LAST WORD IN MILITARY TRENCH CAPS

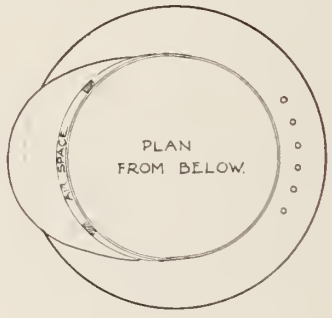
Self-Ventilating
Cool and Light as a Summer Zephyr

MADE IN

Light Weight Serges and Gaberdines (Shower Proof)

THE AEROCAP





PATENT APPLIED FOR

HELMETS

OFFICERS' KHAKI "WOLSELEY PATTERN"

Two Grades, Fine and Extra Fine

Full Line of
METAL TRIMMINGS
FOR NURSES' UNIFORMS

FOX'S REGULATION PUTTEES

LEGGINGS

PIG SKIN AND HIDE

Spiral Strap and Spring Front

CANADA MILITIA BUTTONS

BRASS, RANK AND FILE

Special Prices in Quantities

WATER BOTTLES
HAVERSACKS
SWAGGER-STICKS

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

If interested, tear out this page and keep with letters to be answered.

SPECIALISTS IN Men's and Boys' Clothing AT Popular Prices

The Alert CLOTHING Co. Montreal.

There is always a demand for clothing at Popular Prices.

We specialize on this and are ready to supply from stock, clothing for men and boys at wonderful values considering the rapidly advancing market.

If we had to buy supplies to-day we couldn't do it. Get in touch with our values.

THE ALERT CLOTHING CO.

1202 ST. LAWRENCE BOULEVARD ∴ MONTREAL, QUE.

For Your Overcoat Display

No. 99

Our figure 4A offers what you want.

Mounted on 12 inch base adjustable to any height—finished in copper or nickel-plated. Price $7.00.

Japanned base and Standard, $6.00.

Same form (also with the new narrow shoulders) 9 inch base, round or effel, any plating, $6.00.

In black, $4.50.

Number 99. Form with 38 inch chest (or 36 if ordered). Just the figure to use in your Fall and Christmas displays.

Write for Complete Catalogue

A. S. Richardson & Co.

99 ONTARIO STREET

TORONTO

No. 4A

If interested, tear out this page and keep with letters to be answered.

The New

Taylor-Made Cabinet-End Rack

Table Top Style G

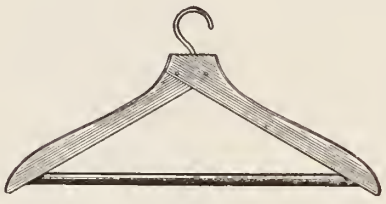
This is the latest and best product of rack making, having all the advantages of the latest style Cabinet-End Rack and in addition the useful Table Top which allows display space for neat unit trims of clothing and furnishings. The Table Top also protects the clothing against falling dust.

These Racks can be supplied in double or single bars, height four feet nine inches from the floor, six feet long..... **$15.00**

This is an entirely new Rack, and one that can be used either in the centre of the floor, or next to the wall.

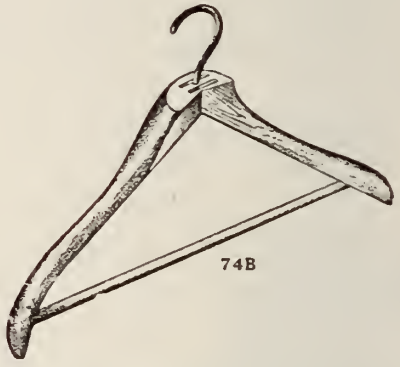
Finishes—Golden Oak or Dark Mahogany. Special finishes made to order.

Retail clothiers have found Taylor Steel Racks to be a wonderful improvement over the old method of keeping stock on the tables. This New Rack is the next step in the evolution of clothing stock keeping. Be the first in your town to install these New Racks. To be sure of early delivery send us your order to-day. Say if you want double and single hanging rods in rack.



33 I.B.

Taylor Perfect Coat Hangers



74B

Made in many different styles, these coat hangers will be found excellent value. The service rendered to dealer will quickly cover their very moderate cost. Here are some of these big values:

No. 33 I.B.—Combination Suit Hanger, per 100 .....$ 7.50
No. 33 B.—Boys', 15 inches wide, per 100 7.50
No. 74 R.—Combination Suit Hanger, with inserted Trouser Bar, per 100... 12.50

Check over your requirements in Coat Hangers for the coming Fall Season and let us have your mail order at once and get delivery in good time.

The Taylor Manufacturing Co.

43 Hughson Street North, HAMILTON

a User of Waterproof Collars

and why he prefers

Challenge Brand

Sticky Molasses:

Serving silk ties, lisle socks, clean white shirts and handkerchiefs—is the job for a prince compared with the job of the clerk over the grocery counter.

If you had to serve butter, cheese, molasses, lards, hams and other sticky, greasy things, how long do you think your linen collar would look spick-and-span, not long—eh?

The grocery clerk has found the way out of his predicament—long hours, short pay have taught him that a linen collar is a luxury which he cannot afford—an Arlington Collar—**Challenge Brand**, serves the purpose for neat, clean appearance just as well, and reduces his expenses.

There are a number of grocery clerks or young men in similar situations who have welcomed the Arlington Collar right heartily.

For smart appearance, finish and style, **Arlington** Collars equal the linen collar, but have not the disadvantage of expense that makes the linen collar a luxury to these young men.

From your side the advantage is this: **Challenge Brand** Collars give entire satisfaction. In this brand you have a style and a grade to suit the individual taste of each man or boy and a price to suit the purse. **Challenge Brand** Arlington Collars have this further advantage; they are made of a stouter material than other waterproof collars. Get the clerk coming to your store. He will buy other things also. Some day, maybe, he'll have a grocery store of his own.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

Our Aim

TO ORIGINATE

Live, up-to-date clothes for men and young men.

TO PRODUCE

A Line of Men's and Young Men's Ready-to-Wear Clothing more distinctive than the average.

TO DEVELOP

Trade for you—more and more each season.

TO SPECIALIZE

A line of popular-priced clothes to retail from $15.00 to $25.00, better than it has ever been done before.

TO TREAT

Every Customer Equally whether he be large or small.

These are the aims of The College Brand Clothes Co., Ltd., MONTREAL.

TAKE ADVANTAGE

of the ideas that this organization is day after day and year after year searching and working for.

"Making Good"

Ability is the "Stuff"

Our organization has an abundance which means to you—a line of Men's and Young Men's High-Classed, Popular-priced, Ready-to-Wear Clothes that will bring you *MORE BUSINESS* and *BETTER BUSINESS*.

The Wide-Awake Retail Clothier who handle

College Brand Clothes

finds that with every suit he sells he installs a certain confidence in a customer, which makes the final sale a matter of course.

Each garment is made with a sincerity and an earnestness to help the merchant make selling easy, and give ultimate satisfaction to the wearer, to bring more profits to the retailer.

Our styles are Original and Smart, yet not Freaky

Our tailoring (although not all by hand), is so thoroughly and honestly worked that it brings out every line that the designer has in view when he drafts his patterns.

Notwithstanding the present scarcity of woolens and the enormously high prices prevailing, we are in an excellent position to offer a splendid range of all-wool fabrics for the **Spring Season of 1917** at prices to retail from **$15.00 to $25.00** and to leave the merchant a margin of **50% profit.**

An Exceptional Opportunity for the Wide-Awake Merchant to get in on College Brand Clothes is **now.** It will only cost you 2c to drop us a postal card if interested and we will have our representative call on you or send you a few models and swatches—of what we have to offer.

"By-and-By" buys nothing except remorse. The cemetery of Dead Hopes is dotted with tombstones carved "Wait a while." Therefore, don't wait—**GRASP.**

College Brand Clothes Co., Ltd.

45 ST. ALEXANDER ST. - MONTREAL

(Read Building)

If interested, tear out this page and keep with letters to be answered.

NO GERMAN DYE

The Patriotic Overall is proving a big seller. The idea that good old Canadian dirt is better than any German dye makes a strong appeal to purchasers. But the chief consideration is this—*The Patriotic Overall* is of a better quality than dyed overalls—the material is heavier and they wear longer—*though they do show the dirt quicker.* Further, the Patriotic is sold at the old Standard Price — $1.25. FOR YOU, Mr. Merchant, there is good profit in

Sold at the old Standard Price

Walker's Patriotic Overalls

This Ticket Sells Overalls

Walker's Patriotic Overalls
No German Dyes in this Overall
By wearing this Overall you not only indicate your patriotism but you are getting an overall of heavier material than the colored overall and at the old standard price, $1.25.
We will admit this garment shows the dirt quicker than the colored garment, but good old Canadian dirt is preferable German dyes.
WALKER PA
WALKERVI
WALKER'S PATRIOTIC OVERALLS
NO GERMAN DYES IN THIS OVERALL
Size
WALKER PANT & SHIRT CO.

Get It Working For Your Store

Striking—are they not—these colored tickets and dodgers? They will help you attract trade—and the quality of the overalls will keep it. Get these Patriotic Garments in your window—and use the dodgers we supply.

The Price, our Old Standard, $12 per dozen, 2 per cent. off 60 days. Mail your orders direct to our Chatham factory for prompt delivery.

WALKER PANT & SHIRT CO.

WALKERVILLE AND CHATHAM

If interested, tear out this page and keep with letters to be answered.

Broadway

Clothes for Men

By Randall and Johnson, Toronto

September, 1916 — MODERATELY PRICED

Dressing Up

Everywhere men are dressing up. Always they are learning what constitutes good style, and with knowledge comes the desire to dress up to the level of known standards.

Also men are finding that it pays in business to dress up. Their fellow-men take note of the fact. One thing that no young man with ambition can do is to be indifferent to his appearance and apparel.

Retail clothiers, get this idea of good clothes into the minds of every man in your community, for just as sure as you do, the return will come to you in the form of an insistent demand for good clothes—for Broadway Clothes. Specializing as we do in a rather better grade of clothing for men, and giving all possible attention to the factors of style, fabrics and workmanship, our clothing have indeed the Broadway Touch, the touch of distinction.

Our travellers are out with our samples. See what they are showing or communicate with us by letter, phone or wire and we'll make all effort to submit our samples according to the time appointed by you.

Broadway Clothes are always fully guaranteed to you, and through you to your customer. This fact helps you sell and re-sell.

Randall and Johnson
LIMITED TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Something New in Hats

Exclusive styles of "snappy" appearance. The kind that will attract the attention of the most careful dresser.

That's what we offer you to-day.

You need them for your Fall opening.

The "Ypres"
$19.50 per dozen.
Khaki, green band; Sage, green band; Slate, black band; Navy, self band; Brown, self band; Dark Green, self band; Black, self band.

Coristine Styles always set the pace.

Coristine values always satisfy.

The "Verdun"
$19.50 per dozen.
Khaki, green band; Sage, green band; Slate, black band; Navy, self band; Brown, self band; Dark Green, self band; Black, self band.

In stock ready for immediate delivery

La "Somme"
$13.50 per dozen.
Dark Green, Metal, Navy, Brown, Black.

Our travellers are now out with samples of these *winners* as well as their big *Spring* line, which includes a special line of *Panamas* at prices unheard of in the past.

JAS. CORISTINE & CO., LIMITED

ST. PAUL STREET ∴ ∴ MONTREAL

Puts Money into Your Cash Register Without Taking a Cent Out

OUR Special Tailoring Service will put sure profit into your cash register without taking a cent out.

WE are fully equipped and can take care of 50 new accounts in Cities and Towns where our Special Tailoring Service is not already represented.

Our stock is of the finest woollens in Canada; our experience in the designing and making of Men's Clothes and our ability to give immediate attention to your orders make our service a feature that will give your store a wide reputation among the smart dressing men of your town.

Style books and measuring equipment are ready for 50 dealers who will handle our line exclusively. Are you one of the 50?

Wire at our expense and have equipment and exclusive agency reserved.

Coppley, Noyes & Randall
Limited

HAMILTON - - CANADA

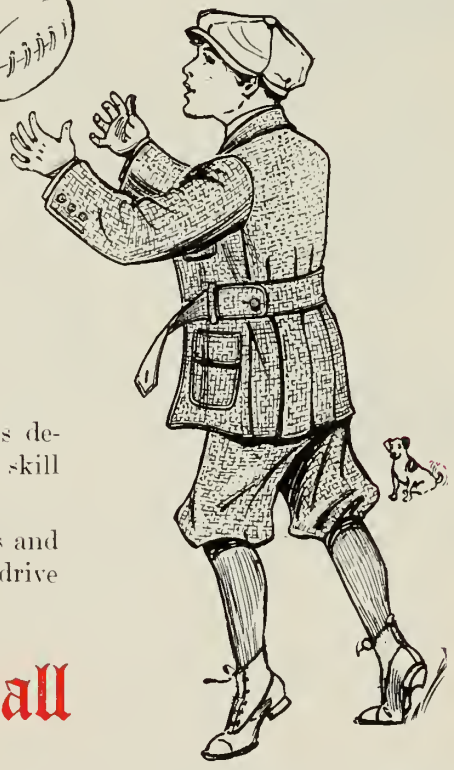
If interested, tear out this page and keep with letters to be answered.

The Initiative Is Ours

The smart ideas and innovations in *Proper Clothes* will give you the *leadership* in your Boys' Clothing Department. We have maintained the initiative for individuality of style and smart workmanship in the tailoring of Boys' Clothing. *Proper Clothes* make an immediate appeal to the boy, and parents are delighted with the *Quality* and exceptional values offered.

The new "Slip-on" coat for Spring and Fall. It will be popular.

Proper Clothes



One of our new, fancy Norfolks, made of English tweed.

There is no ordinary tailoring in *Proper Clothes*. The workmanship is by men who have specialized in the making of Boys' Clothes and all their attention is devoted to the making of suits that have the impress of their skill and individuality.

Our Spring range offers a wide scope for pleasing varied tastes and purses. Let *Proper Clothes* dominate your department in the drive for the Boys' Clothing business of your locality.

Coppley, Noyes and Randall
Limited
Hamilton, Canada

If interested, tear out this page and keep with letters to be answered.

YOUR customers can "lean on" STIFEL'S Indigo Cloth. It bears alike the weight of rough wear and grimy, greasy soil; and the brunt of Sun, water and washboard can't take out its loyal blue color. As indestructible as a fabric can be made in weave and color.

Our advertising is impressing upon customers---your customers, too---that it's the cloth in the garment that gives the wear, and that this little label is put on the back of the cloth so they will recognize the genuine STIFEL'S Indigo immediately.

REGISTERED

Insist upon garments of STIFEL'S Indigo---it's the biggest money's worth garment fabric in the trade, and it guarantees uniform satisfaction and profits.

Cloth manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

NEW YORK.....260-262 Church St.
PHILADELPHIA.....324 Market St.
BOSTON.....31 Bedford St.
CHICAGO.....223 W. Jackson Blvd.
SAN FRANCISCO, Postal Tel. Bldg.
ST. JOSEPH, MO. Saxton Bank Bldg.
BALTIMORE.....Coca-Cola Bldg.
ST. LOUIS.....928 Victoria Bldg.
ST. PAUL.....238 Endicott Bldg.
TORONTO.....14 Manchester Bldg.
WINNIPEG.....400 Hammond Bldg.
MONTREAL Room 500, 489 St. Paul St.

A trade-mark that has stood the test of years.

MONARCH HATS

A line that embraces the most reliable quality of Hats obtainable.

Felt Hats
Straw Hats

Our salesmen are now showing new samples for Spring, 1917. You will find it profitable to inspect our values.

L. Gnaedinger, Son & Co.

90, 92, 94 St. Peter Street - MONTREAL

"DRYGIENIC" REGD. WEATHERPROOF CLOTHING

THE TRENCH COAT

The "Drygienic" Trench Coat is made from Regulation Khaki Fine Cotton Twillette, Lined Check. Both of these materials are thoroughly Rainproofed, and the Coat is interlined **throughout** with a very lightweight guaranteed Waterproof Fabric, rendering the garment absolutely impervious to rain. The Drygienic Waterproofs are Tailor Made garments, and embody the maximum of style in conjunction with fulfilling the severest Service conditions.

We hold large Stocks of Officers' Service Clothing, Whipcord and Drill Service Jackets, Breeches, Slacks, etc. British Warms, Greatcoats, Bedford Cord Breeches, Leather Shells, Fleece Shells, Leather Undercoats and general equipment.

Special Value in Leather-base Haversacks.

If unable to obtain through your jobber, get in touch with us.

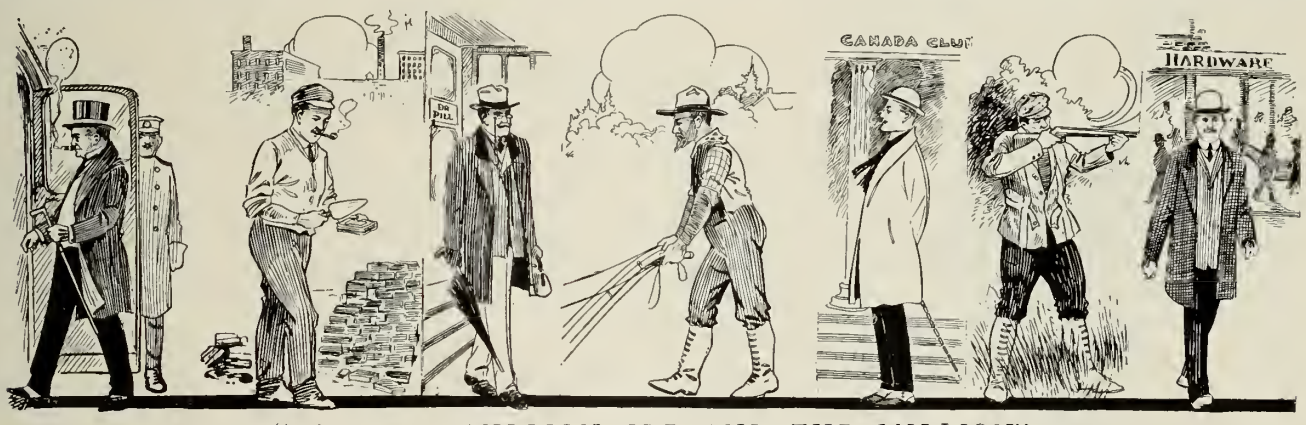
"References required with new enquiries."

L. NEDAS

D Dept.
WHOLESALE CLOTHIERS
122 Cannon St. Road, London, Eng.

Telephone: 5988 Avenue.
Cables: "Dryness, London."
Code A. B. C. 5th used.
Telegrams: "DRYNESS, EDO, LONDON."

THE BELTED SLIP-ON



"FOR THE MILLIONAIRE AND THE MILLION"

They'll Stand the Test

That's the reason why you'll find a stock of

"EVERYMAN'S" TROUSERS

the most dependable sellers in this line.

The trousers produced in our own factory, under the brand "Everyman's", are models in perfection of trouser-tailoring—No ragged seams—No soiled lining—Compare our trousers with some made elsewhere and you'll realize what we are doing.

Put yourself in a position to meet the requirements of a wider range of customers. A stock of "Everyman's" will enable you to satisfy the most particular dresser as well as the most conservative.

See that the "Everyman's" trade-mark is on your next order. It's a guarantee of satisfaction to you and your customers.

"Everyman's" TRADE MFD BY DAVIS BROS MARK

DAVIS BROTHERS, EXCLUSIVE MAKERS OF EVERYMAN'S TROUSERS Hamilton, Canada

BORSALINO HATS

are the finest high-grade hats in the world

Borsalino Grand Prix-Paris 1900
ANTICA CASA FONDATA NEL 1857
ESTABLISHED 1857

None genuine without above trade-mark stamped on leathers.

Spring 1917 Samples

Borsalino & King samples will be shown shortly, on the road, by our travelers.

Made in Italy.

Fall "Borsalino" Models in Stock

Sorting

We have in stock some nice lines of novelties, especially suitable for the young men's trade. Also stock of Borsalinos in best selling Fall Nos.

Write for sample half dozens

Fall "King" Models in Stock

BEST BRITISH MAKE
The King Hat
LYONS LONDON

ANDERSON-MACBETH, Ltd.

Sole Distributors BORSALINO and KING HATS

THE RIGHT MAIL ORDER HOUSE

284 286 KING STREET WEST TORONTO, CANADA

If interested, tear out this page and keep with letters to be answered.

All the boys will be using it!

The Soldier's Friend

A Paste Polish of Unusual Merit For Polishing Buttons and All Metallic Parts of a Soldier's Uniform and Equipment.

The "SOLDIER'S FRIEND" Button Polish well deserves its name, it has no equal for Cleaning and Polishing Metallic Parts of a Soldier's Uniform and Equipment, as it is MADE ESPECIALLY FOR THIS PURPOSE.

It is Quick to Clean; Leaves a Brilliant Lustre; Contains Nothing to Injure the Metal or the Hands—It Being a Paste, Cannot be Spilt, and When Used With Our Button Sticks Cannot Soil the Garment. It is Always Ready for Use and Always Uniform in Quality. It Does Its Work Quickly, Beautifully and Satisfactorily in Every Way.

PRICE PER TIN, 10 CENTS

"SOLDIER'S FRIEND" is put up in heavy cardboard cartons, containing one gross of tins. Weight 16½ lbs.

LIBERAL PROFIT
WE MAKE SPECIAL PRICES TO DEALERS

We are sole agents for WILKINSON SWORD CO., Limited, London, England, also supply Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Haversacks, Water Bottles, etc. Tell us your military requirements.

Liberal Wholesale Discounts. Write for Price List.

"Say, Mac, you can't beat this 'Soldiers' Friend' Button Polish. It's one of the Inglis' Military lines, and like all that firm's goods, is thoroughly dependable."

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH:
291 Garry Street
WINNIPEG

If interested, tear out this page and keep with letters to be answered.

Are you getting the clothing trade of the young man who buys your best furnishings?

THERE are very few stores which do not have a certain class of young men, and older men, too, who buy good furnishings, but go down street to the tailor for their clothing.

You can get this trade

At your request we will gladly furnish you with full particulars of the

Crown Tailoring Agency

and we will show you how easy it is for you by means of our samples, measuring equipment, style charts, signs, and complete instructions to meet the requirements and satisfy the taste of the most particular dressers in your town.

CROWN TAILORING is built upon the "Square deal" policy—the small order gets just as much consideration as the high-priced city tailor gives his best paying customers. We aim to give a service beyond compare—one hundred cents for a dollar.

Are you handling military lines?

Our agents are outfitting officers in every town in Canada and reaping good profits therefrom.

CROWN TAILORED UNIFORMS are as perfect as experienced military designers can make them. Hence they are giving unequalled satisfaction and putting big profits in Dealers' Cash Drawers.

Why not look into our proposition? A postcard will bring you full particulars.

THE CROWN TAILORING CO., LIMITED

OUR NEW ADDRESS: 533 COLLEGE STREET, TORONTO

Are you catering to the military trade?

You'll get better results and bigger profits if you supply your military patrons with

MILLER MILITARY LINES.

Take for instance, the popular **Miller Walking Breeches** or "Peg Tops." This line is the talk of the "Boys" everywhere. **Miller Breeches** are made with that neat, snappy appearance that gets the eye of every Tommy and makes quick selling an easy matter. Military dealers the country over find **Miller Breeches** the leader for their whole military line.

Officers' Drill Fatigue Uniforms for **immediate** delivery at special clearing prices.

FOX'S PUTTEES and Straight Puttees at best current prices.

HAVERSACKS. Private's and Officer's.

Fatigue Shirts and Trousers.

We'll make your military department more profitable. Ask us.

Miller Manufacturing Company, Limited

44-46 York St. Uniform Contractors to the Dominion and Imperial Governments Toronto

Our Values Pave the Road to Bigger Profits

Next month our soldiers will be back from Camp or going Overseas and will require to supplement their Fall Kit. Anticipate their demands.

Look over the following list and check off your requirements. Then drop us a card for full particulars.

BRITISH WARMS
MILITARY RAINCOATS
CAMEL-HAIR BLANKETS
SAM BROWNE BELTS
LEATHER AND RUBBER BOOTS
LEGGINGS
SWAGGER STICKS
KHAKI NECKWEAR
UNSHRINKABLE SHIRTS
PUTTEES, FOX'S
SLICKERS
"REDIO" CLOTHS
SNUGLETS AND GLOVES
SPENCERS
BADGES
KIT BAG HANDLES
KHAKI HANDKERCHIEFS
SOLDIERS' FRIEND AND "ROYAL" POLISH
MILITARY BOOKS AT WHOLESALE PRICES.

Agent for: Young & Rochester Shirts, Dressing Gowns, etc.
"Aquatite" Military Trench Coats.
Tress' Official Service and Trench Caps.

Our prices are cut as closely as the quality of the goods will permit.

Wreyford & Co., 85 King St. W., Toronto

Wholesale Military Outfitters and Manufacturers' Agents

If any advertisement interests you, tear it out now and place with letters to be answered.

For Big Business in Boys' Clothing

Get into touch with a reputable house that carries a reliable line.

BLUES

Wearbetter SUITS FOR BOYS

will put your clothing department upon a substantial basis for steady growth.

Reach the Parent Through the Boy *Wearbetter*, the suits with the guarantee, are tailored to give absolute satisfaction to the boy and parent. Our sales have quadrupled the previous year's output and dealers are making

A Quick Turnover

on this line. No argument is necessary to convince; the quality and values offered have only to be shown to be appreciated. Boys who don *Wearbetter* suits are business-pullers to your store and soon parent and boy become your customers for other wearing apparel.

Our Fall Lines are now ready at astounding values.

For safety sake, place your Spring order now.

Let us send you full particulars of Wearbetter guaranteed boys' suits.

Walter Blue & Co., Ltd.

Makers of Wearbetter Boys' Clothes.

SHERBROOKE - QUEBEC

If interested, tear out this page and keep with letters to be answered.

THE **BACHELOR** SUIT

$16.50

SPECIAL

The Superior Value in this Bachelor $16.50 Special is the result of a half-century of experience. The fabric is cold water shrunk and hand-tailored, assuring permanent shape, fit and style.

BACHELOR GUARANTEE

Should this garment fail to give satisfactory wear, it may be returned to the retailer, who will make full and fair adjustment.

(Signed)

The Bachelor Clothing Co.
Limited.

LOOK FOR BACHELOR'S FRIEND IN COAT-POCKET.

Why this Guarantee?

Why are Bachelor Suits the only guaranteed line of Men's Suits on the market? Just this—

EXPERIENCE
Style, Quality, Value

For fifty long years we have been making men's clothes. This experience has been utilized so that to-day THE BACHELOR SUIT gives unbeatable value. The style is correct, the material excellent—all wool, cold water shrunk and hand-tailored. Our Blue Serges and Staple Grey Worsteds in the *Bachelor* line are unsurpassed in value.

The Bachelor Suit

Retailing at $16.50

gives you a means of establishing a prosperous clothing department that will build up for you hundreds of satisfied customers who will patronize your general line of Men's Furnishings.

Our New Spring Styles Now Ready.

Fall assortings for immediate delivery. *Inspect our line and compare our values.*

We have excellent facilities for repeat and rush orders.

The Bachelor Clothing Co.
Limited
Sherbrooke, Quebec

If interested, tear out this page and keep with letters to be answered.

Times Are Different
To A Few Years Ago

Many dealers who have been up against it are forced to advance prices abnormally or reduce the quality of their goods.

Notwithstanding all this PROGRESS BRAND GARMENTS are to-day the same reliable line they have always been.

We have the raw materials and the plant and organization to make them so and keep them so.

Our Made-to-measure Department

puts the dealer in Men's Furnishings in the way of starting a successful clothing department without the slightest outlay. It means smart styles that satisfy business men and young men.

H. VINEBERG & CO., Limited

Makers of PROGRESS Brand Clothing

Cor. St. Lawrence Blvd. and Duluth Ave., Montreal, P.Q.

(Trade-Mark Registered)

The Trade-Mark of SHIRT QUALITY

SHIRT VALUES
That Make Sales Quickly

For Style, Quality, Finish and Roominess you will find it impossible to beat our present showing of the well-known

"HERO" SHIRTS

The "Hero" line well displayed in your shirt department is sure to attract the attention of your best customers.. Keep "Hero" shirts to the front. Make up a "Hero" Window trim and note results.

"Hero" Shirts give big satisfaction.

Alphonse Racine, Ltd.

Dry Goods Jobbers and Manufacturers

60-70 St. Paul Street West - Montreal, Que.

Buy This Line Now

Place your orders early to secure delivery.

We cannot fill orders over our capacity of 1000 suits a day.

This is the Name and Trade Mark

ZIMMERKNIT

that protects you and your customer.

It represents *Quality Made Goods.*

ZIMMERMAN MANUFACTURING CO.
LIMITED
HAMILTON CANADA

The Largest Manufacturer of High-Grade Union Suits in Canada

AT ALL GOOD WHOLESALERS NOW

If any advertisement interests you, tear it out now and place with letters to be answered.

W.G.R. Blouses For Boys

PERHAPS in speaking of these blouses, we should say for "young limbs," for that's the type of boy they're intended for—the active, jumping, running little chaps the pride of their mothers and the despair of the neighbors. It's pretty hard to get blouses that will keep their good looks on such boys; but we think we have found a way. These garments are made by the same operators and with the same care as men's shirts. The stitching is even; the pressing and folding carefully done. The patterns are carefully selected from mills which have a reputation for color-fast goods. The different shapes and designs please the mothers who like to see their boys neatly dressed. But probably the most attractive feature of the W. G. & R. Blouse is the patent, adjustable drawstring which permits of a fit for all sizes—from the fat boy down to the wiry, undersized lad of the same neck size—with no unseemly gathering at any particular spot.

Choose a range of School Boy as a popular priced blouse; and W. G. & R. for the better one.

Made in Canada

The Williams, Greene & Rome Co., Limited

Kitchener, Ontario, Canada

WAREHOUSES:

Kitchener, Ont.
Cor. Benton and St. George Sts.

Winnipeg, Man.
Cor. Donald and Cumberland Ave.

Vancouver, B.C.
324 Seymour Street

If interested, tear out this page and keep with letters to be answered.

A NEW

W.G.R.

COLLAR

STRAND

SAME SHAPE, 2⅛ BACK

BROCK

THESE collars are quite smart and dressy in appearance. The outer folds are slightly rounded up in front; this improves their lines and at the same time prevents them from chafing or wearing the shirt. The points slope gently from the top, leaving sufficient tie space for a neat knot. Plenty of space between the folds lets the tie slip easy. The style is Canadian with a slight English accent.

At the New Price of $1.20 a dozen

THE WILLIAMS, GREENE & ROME COMPANY, LIMITED

MAKERS OF FINE SHIRTS KITCHENER, WINNIPEG, VANCOUVER

W.G.&R.

SHIRTS

The excellence of the product has established the brand

Two very real difficulties have faced the shirt-makers in buying new materials: the rising prices and an unsatisfactory dye situation. However, we put the clock an hour ahead, got to the market *early*, and thereby escaped paying the excessive prices exacted from later buyers. Not only so, but we were able to play safe on colors, and thus preserve the reputation for reliability which W. G. & R. goods have always borne. It means something to you to be able to assure your customers that W. G. & R. shirts are the same as usual, in workmanship and colors, but distinctly handsomer than ever as regards patterns.

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MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 7 TORONTO, SEPTEMBER, 1916 No. 9

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THE MACLEAN PUBLISHING COMPANY, LIMITED

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Wait and Watch

for the signs of a perfect spring which will be seen in our assemblement of created designs and luxuriant colors incorporated in our spring range.

Shown by our salesmen about September 15th. Place not before you see it, or your regrets will be long and your profits short.

Forsyth
Kitchener
Canada

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, SEPTEMBER, 1916 NO. 9

VALUE OF HANDLING WOMEN'S LINES

Such Goods as Silk Sweater Coats, Gloves and Hosiery Sell Readily in Men's Wear Stores—Also Panama Hats, Caps, Handkerchiefs, etc.—Women Do Much Men's Buying, Too.

HAVE you noticed that a large number of well established men's wear stores have recently added a line of women's wear? For many reasons this class of goods causes a substantial increase in sales of lines.

The accompanying photo is of a window full of interest. It is to be found in McLelland's store, Hamilton, Ont., and is only one of many such trims, for Mr. McLelland has for some time been playing up women's goods as well as men's.

The lines of women's wear which you see displayed here, women's silk sweater coats, panama hats, silk and kid gloves, handkerchiefs, etc., are just as easily handled by the men's wear "specialist" as is his more familiar stock. Again, this addition makes an artistic window display easier to accomplish, and more attractive to men as well as to women—for what man is there who does not sometimes buy some article of women's wear?

Brings Tourist Business

Travelers, visitors, automobilists—strangers in town, who are in need of articles of apparel, are much better pleased to find in one high grade store accessories in both men's and women's lines. It saves time and wandering about hunting two stores instead of only one, and likewise it puts two parcels in one. Mr. McLelland benefits in this way from his proximity to the new Royal Connaught hotel. Regular travelers as well as the citizens of Hamilton get the habit of purchasing women's wear from him.

Robert Craig, of Brockville, has had a similar experience. A great number of automobilists go through that city, and by making the windows appeal to both men and women of the party he has twice as many of them stop to buy.

In a men's wear store like this, women find goods that are distinctive—something different—which they will not

A trim in which women's lines are featured as largely as men's, and the results, Mr. McLelland says, are entirely satisfactory.

likely see worn by factory hands, or in fact any frequenters of department stores. The Panama hats, for instance, which a men's wear store offers, are of a different type from those in the department store—larger, better in quality almost invariably, more what the particular girl or woman wants.

Good Winter Lines

For Fall and Winter trade, by the way, felt hats and caps can be sold to women as are the Panamas in Summer. Both are in demand—especially the cap—and the business widens sales greatly.

Many men have more faith in their wives' taste than their own. Others would go shabby always if their wives did not insist on dressing them up. Therefore the wife is a promoter of buying, and also is commissioned to do much of the buying of men's wear. Of course, she feels more at home in a store where women are expected to be purchasers, and then she usually adds to the "at home" feeling by purchasing articles for herself. A case in point occurred in Toronto recently. I saw a lady come into Frank Stollery's store (Yonge and Bloor). She bought two shirts for her husband and then three pair of ladies' silk hose and two pair of silk gloves.

As to Christmas Presents

Then, the rule works both ways. Young and bashful men want to give presents to "cousins." They like, when the chance offers, to get these handkerchiefs, gloves, sweater coats, etc., in men's wear stores. To this end many dealers have been carrying these lines attractively boxed before Christmas. Young women, too, have "cousins" at Christmas time, and their trade is desirable.

It is wise, therefore, when possible, to make the store appeal to women. They are big buyers and influence the husbands and children to buy—suggest also what and where to buy.

Especially might the men's wear dealer endeavor to get the Christmas-present trade by early display of ladies' gods. It's about eighty days until Christmas right now.

A MINIMUM OF BAD DEBTS

Ottawa Men's Wear Man's Record Is Hard to Beat—$300 Only of Bad Debts in Ten Years—Reasons Why: A Rule to Which There are Few Exceptions—Courteous But Firm Refusal to Extend Credit.

ONE of the chief problems of the men's wear trade almost every dealer will admit, is how to conduct a live business with a minimum of bad debts. The difficulties of a strictly cash basis have been experienced frequently. It naturally keeps away a certain amount of fairly reliable custom, but there is no doubt that a quick turnover of goods for cash is the most desirable and satisfactory condition of business.

To keep one's books absolutely clear of bad debts is practically an impossibility, of course, but a very near approach to this has been obtained by Power Bros., of Sparks St., Ottawa.

Asked by a representative of Men's Wear Review whether he favored a strictly cash basis of doing business, Mr. Power, one of the partners, stated that he is a firm believer in it.

"We have been in business for ten years," he said, "and in all that time we have had only $300 in bad debts."

This sounded interesting and so further enquiries into his business methods and experiences followed.

"We have had considerably more than that amount on our books in that time," he explained," but have worked it all off but $300."

As a concrete example of what Mr. Power was going to say, just then a customer came in and purchased a suit for $25. He offered Mr. Power $10 on account, but in a friendly, unoffending way Mr. Power explained to him that he had found it more satisfactory all round to do business only for cash and preferred to adhere to that principle. The few tactful words did not drive away custom in this instance, for the man returned later and paid cash.

Some Exceptions

"Are there any instances in which you would give credit" asked Men's Wear Review.

"Only where the customer has dealt with us for a period of five years or more," said Mr. Power, "or where we have reliable information concerning his good financial standing."

It is rarely, of course, that such customers request credit. At times Mr. Power finds that a customer who is well able to pay cash will ask for credit just as a test of how strictly the cash rule is observed. Mr. Power always refuses and the man pays without any objections.

There are people, too, who prefer to deal with a strictly cash house. It is looked upon with more favor by the well-to-do citizens, as a rule. One reason for the existence of that attitude is that where the dealer himself has cash to pay to his wholesale dealer he is not tied to any one firm and has more opportunity to court variety and avoid running in one groove. The dealer who is reputed to operate on a cash basis, then, is more liable to get the better class of custom.

Again, there are those who have the idea, whether well or ill-founded, that the credit house provides in its prices for the risk of bad debts. These will, of course, favor the cash store.

The fact remains that Power Bros.' store has succeeded on the strictly cash basis and their small amount of bad debts is directly attributed to that method. There may be those who can equal the record of Power Bros., but we have yet to hear of them. It is, at all events, reasonably safe to say that few credit stores doing the amount of business that this store does, has as small a sum of bad debts in the same length of time.

There are other conditions, of course, that may contribute to a minimum of bad debts. The system of bookkeeping employed is a very influential factor. The quality of stock carried and the situation of the store, which to some extent regulates the class of customers—these are factors among others. There is still no doubt, however, that the method of business which appeals to people who are able to pay cash and which insists on cash payment, is the method which will eliminate dealings with people who seek to avoid payment where possible, and with careless ones who require constant reminders to pay their debts.

Bringing Out Early Fall Needs

Trim by A. Matthews, Stollery's.

Here is a trim possessed of attractiveness and selling strength. Shirts, gloves, ties, collars and canes will all be needed shortly. Gloves have not been much used during the Summer. To bring them to the fore now, therefore, is particularly worth while.

Shirts and ties, of course, are always worth showing, but September is a strategic time. Then with holidays over, and cooler weather coming, new shirts are needed. To suggest the purchase of these by appropriate trims, is especially worth while at this time.

A good selling point in connection with this trim is the sign suggesting the purchase of not one, but three shirts. A fine line to work along this—getting not a sale of one lone article, but of three, six or one dozen.

Called on every Farmer in 30 Mile Radius

President of Brown's Limited Portage La Prairie, using a car to good effect increased sale of tea over two tons a year, beating out Winnipeg mail order and store competition

This western firm sends out circular letters to farmers packed with live store news and prices. Splendid response to up-to-date methods of enterprising store

PORTAGE LA PRAIRIE, July 4.—(Special.)—When a store in a town or city has to face the competition not only of mail order houses, but big department stores in the third largest city of Canada and wins out, no men's wear store need despair. They are within about 40 miles of Winnipeg, with a train service to that city in the morning and an evening service back to Portage la Prairie —Winnipeg, with its big departmental stores and its mail order houses, that consider Portage and the rich country district around it as one of their most natural and profitable hunting grounds. The Winnipeg papers with the page ads come into Portage early in the morning, early in the afternoon, and in the evening, and catalogues come with them. Even phone messages are inexpensive. And express charges are very light for that distance.

A view in the men's wear department in the store of Brown's Limited.

"Buy at Home" Campaign

About two years ago Brown's, Limited, started a "Buy At Home" campaign, and sent out circulars to a mailing list in the city and surrounding country, dealing in a reasonable manner with the subject of buying outside the city, and with the mail order houses, urging people not only from a point of view of loyalty, but asking them to inspect their stock and compare the prices and quality with those of out-of-town stores. In order to feature this idea more prominently they established a "Buy-at-Home Week."

In one circular issued they put it this way: "A great deal has been said lately regarding loyalty to the home town. There is a possibility that some may have gotten a mistaken idea as to the attitude of the local merchant in this respect. Speaking for ourselves, we might say that we are not appealing for sympathy or begging for business, but are advocating buying at home, because it is a good principle and in the interests of the community.

"We do not solicit your patronage on loyalty alone, but we are prepared to stand on our merits, as we consider that our service is of the very best, and that we have as good merchandise at as low or lower prices than they can be bought for at any other place in Manitoba."

Loyalty to the Home Town, they go on, applies to the farmer on the Portage plain as well. They point out the advantage to the farmer of the Portage market and state that if it were forced out of existence farmers would lose these local markets and thereby sell their products at a lower price, beside losing the religious, educational and social advantages of Portage. The interests of the city and districts are, therefore, identical, "and the prosperity of both depends upon our co-operation."

This is an eminently reasonable viewpoint from which to approach the townsman and the farmer. This was backed up in the only convincing way in which it could be backed up, and that is by furnishing the town man and farmers with actual prices that they could compare with the mail order house prices. Circulars are sent out every month, sometimes twice a month, which are a mass of prices, and appear very well in their make-up and attractive features with those of the mail order houses. This campaign for holding the business covered a radius of 30 miles around Portage. Advertisements on an extensive scale are carried in the daily papers, running from a half-page to a page and a half, and these are changed at least three times every week. On special occasions extra circulars are sent out. In addition to this there are special lists to which circulars covering a high-class of goods are sent out to specially-prepared lists of the better class farmer in the community. Every effort is made to keep these lists up to date, so that there will be no useless expense.

Among the big merchandise events of the year are the August and February furniture sales, which bring in a large amount of custom. In January and July are clearing sales, or they are sometimes called pre-inventory sales, previous to stock-taking, which is done twice a year.

Visited Every Farmer in District

One of the methods of the store to reach and hold this trade around them is worthy of mention. Mr. Adam Brown, the president, during the past two years, covered the home of every farmer within a radius of 30 miles of his store, chatting with them, and at the same time making a specialty of tea and coffee. In that time the sale of tea increased by 2½ tons, or 5,000 lbs. a year. This visit had excellent results, and a fine feeling has been estab-

Continued on page 53.

THE WONDERS OF HAT MAKING

Into the Head-piece so Carelessly Worn Goes Work of 25 Men at Least—How Fur is Blown Into Cane Shape From Which Hat Develops—The Story Told Step by Step.

MANY lines sold regularly by men's wear dealers have necessarily been advanced as a result of war conditions. It is doubtful, however, if in any other case the war has so directly effected the production of a line as it has with regard to felt hats. Usually hostilities make manufacturing difficult by making labor scarce, or through interference with the production of an ingredient necessary for the manufacture of the other article in question. In the case of hats, however, a part of the raw material necessary for production is actually being blown up by the big guns which are turning Europe into an inferno.

The forming room, where the fur forms on revolving cone—the exterior part of machine is to be seen.

A felt hat—for it is with these that our regular article on the process of manufacturing men's wear lines deals this month—is, it must be remembered, made from fur. This is a point which very few customers of the men's wear store realize; and the ability to give some information on the making of these hats will not only serve to interest customers, but will make them feel that the man who gives this information knows his business. He, they will say mentally, is a man who can advise properly on questions pertaining to clothing. He, they will feel, is a man whose service is worth having, and whose goods, because of the knowledge he shows, must be good goods. If he can offer such interesting information about this line to the consumer, why he must be able to do his buying to best advantage and be able therefore to get the greatest value.

An Interesting Story

Unquestionably some such line of reasoning is followed by customers who glean pointers on articles of apparel from men's wear dealers. But aside from this mercenary consideration, the story of felt hat manufacture is indeed an interesting one, especially so under these extraordinary conditions.

All kinds of fur are not suitable for the manufacture of hats. Only the under fur, the short, soft fur is suitable, and this only from certain animals. Seal, beaver, from such fur, splendid hats can be made, but these are exceedingly expensive and are used but seldom—only in the very high-priced hats.

The majority of hats which are to be bought in Canada to-day are made from the hare, and the cheaper hats from rabbit fur.

Now hares are largely secured—or have been in the past—from Belgium. For two reasons they do not exist now. They have actually been blown to pieces, as has been said, and there are no Belgians to raise these hares, to skin them, and to pluck the under fur to be used later in hat manufacture. Rabbit fur is, of course, not so scarce. This comes from Australia, and the supply has not been greatly interfered with, except as the result of labor scarcity, which has prevented supplies assuming the larger proportions needed as the result of old sources being upset.

Now there are men whose business it is to buy these furs. The hare hide or the rabbit hide comes to them from Belgium, Australia, New Zealand and they prepare it by taking the fur off the hide and then combing this fur itself. The fur once removed from the pelt and combed is sorted—that coming from the backs of the animal—the under fur on the back, is considered the most valuable, and that from the ears, flanks, etc., is for use in the manufacture of the lower grade of hats.

The Fur Up in Price

This fur, by the way, has advanced 20% since the outbreak of war—one of the factors, this, which accounts for the advance in hats.

Now the fur once in the Canadian factory, having of course been bought according to grade, the work of sorting to provide for the different qualities of hats has to be commenced. This sorting is the work of a skilled man. He takes so much of a certain quality of fur and adds so much of another quality, and so blends to the end of securing a certain quality at a certain price, working just as does an expert tea blender.

The different qualities of fur thus brought together are mixed to some extent by hand, but immediately go on to a mechanical mixer called a conical mixer, and from there on to a cylinder mixer. The fur is passed by these machines over teeth, much like the teeth on one of those old-fash-

The sizing room, where hoods are shrunk to desired size.

ioned musical boxes. As with the music box the result is quite upsetting. This process, however, mixes all the fur so well, that it is thus prepared for the next step in the process of manufacture.

The fur coming out of these mixers is put into a six-sectional blower. This, by wind pressure, shoots it through long tunnels. The light fur naturally goes through, while the little bits of skin, dirt, etc., are caught by the pickers

—more comb-like surfaces—which form the floor of this machine.

Each Hat Weighed Separately

Now the fur which comes through this blower is taken by another expert and weighed out. The fur required for each hat is weighed individually, the workman having of course in continual view the style of hat which is to be made.

From here the fur is put into the forming machine, one of the most remarkable of all the remarkable machines used in hat manufacture.

The Flanging Room—another important department.

The making of the hat requires more than the ordinary human attention. From the time the hair fur comes in until the finished hat leaves the factory, more than 25 different workmen handle the hat. There are many remarkable processes, but to the layman it is doubtful if any are so startling as this process of the forming machine.

The fur—one hat allotment at a time—is fed to a printing machine, but as it is fed in, it gradually passed into a large cone shape chamber, built exactly like a huge ice cream cone, big end down upon the floor, this lower end having perhaps a diameter of five feet.

How Rough Form is Made

Now at the bottom of this big cone there is a fan, and on top of this fan a smaller cone, perhaps 18″ or 2′ in diameter. The whole bottom of the big cone revolves. The fan at the bottom of the small cone commences to turn, creating suction and the fur which is fed into this big cone from the upper or narrow end, can be seen through windows which have been placed in the big cone, flying about like snow on a stormy day. As it flies, however, it is caught by the current of air created by the fan at the bottom of the small cone. It is drawn down by this fan and gathered on the small, wet cone, which of course is revolving rapidly. It is this whirling of the small cone which causes the fur to gather on it evenly.

The revolution of the turntable on which the small cone is placed, and of the fan over which the small cone is placed, continues probably for about 1½ minutes. At the end of this time all of the fur fed in for that hat has come into the big cone, and has gathered on the small perforated cone. So the workman in charge stops the turntable revolving, shuts off the fan, opens up the large, cone-like receptacle, and carefully puts wet cloths over the small fur-covered conical perforated cone. Then another cone of solid metal is put over all—this—a step which enables the fur-covered cone to be lifted without harm being done. This is then sunk in a vat of hot water standing handy.

The Trimming Room—here the finishing touches are given.

How the Fur Forms Into Felt

Up to this point in the manufacture of a hat, everything has been done dry. From this point on, practically everything is done with the hat wet.

Though the human eye does not detect this, every little bit of fur which is blown through this forming machine is covered with a number of barbs. Now the fur which has gathered on the cone shrinks when wet, thus causing the barbs on each particular hair to adhere strongly to other hairs and the hat in this rough form is thus given its strength.

At this early stage an expert examines each form to see that it is perfect. If faults appear the cone is sent back, the fur separated and blown over again.

The Packing Room—from this the finished hat starts on its way to you.

In this shape the hat is taken to a machine where by being dipped in water and fitting to a form, it is shrunk to a certain size.

From here it goes to other hands—to what is called in the United States and Canada a sizing machine—in England a planking machine. Here the men by further application of water, and the use of the machine, shrink the hood. At this stage such is the name given to the hat in process of manufacture—to whatever size the particular pattern being made calls for. After this the hoods are taken to a drying room, where in the intense heat they are made bone dry before anything else is done.

Once dry the loads are taken out of this room and put on a stiffening machine where shellac of a very high quality is applied and the hoods run through rollers. The shellac of course is more applied to the brim than to other parts of the hat.

Next, the Dyeing

From this point the hoods come to the dye house, wherein huge copper kettles, about 6 feet in diameter—kettles by the way which under present price conditions are worth

from $600 to $700 each—dyes have been mixed. Into these dyes the hoods are thrown.

Both copper and wood vats may be used for this dyeing process. A wood vat, however, must be used only for one color, while copper can be cleansed and another dye put in a little later. One of these kettles enables an output of from 40 to 60 dozen hats a day.

A great deal of skill is required in passing the hats through the dyeing process. The longer the hat is kept in the dye the worse for the hat, as the more it opens up the body. Under present conditions, however, hats stay in the dye longer than usual and all remain in for about three hours.

There is reason to believe, however, that the dye situation is improving. The Americans who have been specializing on this since the commencement of the war seem to be getting better results and are giving much better prices than sometime ago—that is to firms who place contracts with them, covering deliveries, at a price to be decided later, after the war is over.

Still dyes are exceedingly expensive. Black dyes, for instance, which before the war cost 30 or 40 cents, are now $1.65 or $2, and then the dye is much inferior.

Up to this point in the process of manufacture, the hood is conical in shape, coming to a quite sharp point. After coming out of the dye, however, it is put on a fitting machine—a machine which by a mild form of trip hammer rounds down that point. Coming off this machine the hood is placed on a block, the top being rolled by hand for a time to further eradicate the pyramid like top.

The Hat Takes Form

From here the hood goes to what is called a brimming machine, being placed on what is called the "star"—really a head-like form. Metal fingers come down on the hat, forcing it down on the "star," so that the lower edges are turned out, and formed roughly into the brim of the finished hat.

Coming off this machine the hood comes to the blocker, who knows exactly the size which the hat is to be, and who, by the machines at hand, is able to give the proper depth to the crown and the width of the brim.

By this time the hood is becoming to look very much like a hat, though in rough form.

All these last stages, from the time the fur was put through the forming machine, have been worked with the hat hot. But on this blocking machine cold water is applied to "set the hat"—that is to give it permanence in the shape in which it then is.

Coming from the blocker the hats go to another dry room, where anywhere from 100 dozen to three or four times that number may be accommodated. Here again the heat is intense, but the hat comes out thoroughly dried and goes to the pouncing room. In this pouncing room the hood is placed on a revolving head-shaped form, then, while it is revolving at a very high rate, a skilled mechanic applies to it flint paper to take off the rough appearance.

Ironed by Machinery

Next the hat—it is very much a hat in appearance now—goes to the finishing room. Further shaving is here done. Blocks are at hand of the exact size wanted, and on to these the hat is steamed. While still on these blocks the hat comes to the automatic iron. The block is applied, and the irons—which are heated either by gas or electricity—work round and round the crown, thus setting the hat to the block.

As indicating the care which has to be taken in every step in the manufacture of a felt hat it may be stated the cord used to tie the hood on these blocks is made of special linen.

Coming from the automatic ironer the hat goes into the brim machine, which does its part towards shaping the brim. From there it goes to what is called the rounding jack, where the exact width of the brim required is made, a skilled workman cutting down to this width. From here the hat goes to an upright lathe, and is worked over with flint paper, especially made for hats, called pouncing paper.

This use of the pouncing paper is perhaps the most highly skilled work in the factory. The operator is cutting into the very hat itself, and has to do this by the sense of touch, as well as by the sense of sight. If he cuts down too close the hat is spoiled, after it has gone three-quarters way through the process of manufacture. This work is practically impossible by artificial light, and in the winter these mechanics can work but short hours. This cutting down by the pouncing paper is, of course, what gives the felt its lustre.

The shackling department is next in order. By certain machinery the brim is rounded up, the edges being turned right in. This step is necessary in order to pave the way for the flanging which comes next. Here there is a block especially made for the brim and the shackling enables the brim to be fitted on to this block. Hot sand in bags is now applied to this brim, causing it to take the shape of the block.

The finishing alone remains to be done now. The leather sweat bands are sewn in by girls, the bows and bands put on. Then this work of 25 men, which may be sold at prices varying from $12 to $50 a dozen is ready for shipment to the jobber or direct to the retailer.

WORKING GLOVES SCARCE AND HIGH IN PRICE

Due to the huge munition orders necessitating the working of double shifts in so many plants, the demand for workingmen's gloves has vastly increased. Yet one of the big manufacturers of these gloves advises Men's Wear Review that while last year he showed about 200 samples, this year he will show less than 20 samples. It is not hard to see, therefore, that workingmen's gloves are going to be very scarce.

Also they are going to be high in price—this also as a result of the remarkable and distressing advances in leather.

Last year gloves sold as low as $4.50 per dozen. This year—that is for Spring placing and Fall sorting—there will be little below $9.00 per doz. In mitts, where scraps can better be used. Cheaper lines will be available—some as low as $4.50.

Moccasins, by the way, are selling remarkably well this year. It is understood a part of this big demand is due to the general industrial activity.

THE VITAL 20 PER CENT.

In the course of a recent interview with Men's Wear Review, Theodore Morgan, merchandise manager of Henry Morgan & Co., Montreal, said in reference to the constant change that occurs in retail trade demand:

"Statistics show that 80% of all retail trade in this country is absolutely staple, and may be depended upon to absorb the same class of goods, style and design from year to year. It is this 80% that represents the merchants chief asset and yet causes him the least concern. The remaining 20% is the quicksilver of trade, and represents the ebb and flow of changing fashions and variable demand. Chiefly it is this minority portion of consuming trade that settles the merchants' fate. The handling of an article that will secure 20% buying power, or a goodly share of it. This represents the difference between stagnation and business growth."

BALING WASTE PAPER WORTH WHILE

This Reduces Fire Risk—Keeps Store, Warehouse, or Factory, Neat—And From Sale of Paper Fair Profit Can be Made—Sales Should be Grouped to Get Car Load Freight Rate

WHEN it is remembered that the very paper upon which this article is printed has advanced in price, during the past year, very nearly 100 per cent., and when also it is born in mind that paper can be, and is, made from old paper, the value of waste paper will be understood. No wonder, then, the Minister of Trade and Commerce has sent broadcast a memorandum, calling upon all to save their waste paper. Under present conditions this is a patriotic duty.

But to the men's wear dealers, and to the manufacturers of men's wear lines, there is more than a duty here. Also there is an opportunity—an opportunity to make an honest penny, while conserving something which will enable the growing of two grass blades where formerly one appeared. There is the opportunity to make, from the sale of waste paper, and an opportunity to have the reduction of fire risk. An opportunity, also, to save time and worry, by arranging a sane disposition of paper accumulation, in place of the old method—wasteful in time and energy—of destroying the paper at irregular intervals by means of a regular Guy Fawkes bonfire.

Many Now Baling

Already a goodly number of merchants have undertaken the collection of their waste paper—installing for this purpose balers made for the purpose. These are now being made in sizes suitable for stores, at prices ranging from about $16 to $36—the lower priced models of wood, the more expensive of steel.

One of these balers, installed in basement or stock room, will result in factory or store being always in order. To the baler the waste paper can be carried. As shipments of goods are received the paper wrappings can be emptied into the balers. Even the unnecessary cardboard boxes may thus be disposed of—though to get the best results—the greatest weight per bale—these boxes should be broken up before being placed in the machine.

It is from heaps of waste paper that fires usually start. Given such a heap, and a clerk unwatched, who may smoke a cigarette, and a blaze can readily start. How often a disastrous fire has been traced to just such an origin.

And what a loss results from such a blaze. "The loss was covered by insurance" the papers may say. But many a merchant knows better. He had, say, $5,000 stock. This was covered. But a fire may mean a discontinuance of business for weeks or more. Who would like to lose the profit from four weeks' merchandizing before Christmas?

Instance of London Merchant

Not so long ago a London, Ontario, merchant received a bad set back in this way. Of course, he could have insured his Christmas business. Almost anything can be insured these days. But he hadn't thought of that. Very few merchants would, and he lost his entire Christmas trade.

Of course the baling of waste paper will not absolutely prevent fire; but it will materially reduce the risk, and that is worth a lot.

But here is the big point about collecting waste paper. The benefits of added safety, of added neatness and comfort may be obtained, and with them a very fair profit, for waste paper has a market value. This value varies, according to the class of paper baled, and the distance from the market point; but still it has a value making it well worth collecting if some degree of attention is given the matter.

To get the greatest benefit a union of merchants is necessary, for in carload lots waste paper comes in class 10 of the freight classification, while in less than carload lots it comes in class 4.

What this difference in classification may mean may be illustrated by citing the rate from Hamilton to Toronto. The carload lot rate is here 6 cents per cwt. While the less than carload rate is 11 cents. Unbaled paper comes very much higher. On such a distance it would be 16 cents, coming under class 2 of the rates.

Now a carload will, roughly speaking, hold twelve tons of baled paper. A goodly amount. But the merchants by uniting their collections would be surprised to find how quickly such an amount can be secured. Those who have tried find they can make up a car at very frequent intervals.

Insuring Fair Distribution of Profits

A good method of seeing that each contributor to a car gets his fair share of the profits resulting from the sale, has been adopted by the merchants in a Western Ontario city. Each merchant's lot is driven to the city scales and weighed. The total weight is thus checked, insuring fair returns from the buyer, and the slips enable a ready adjustment of the sum received.

It is well nigh impossible to give an idea of the sums which can be secured from waste paper sales—as each locality has to be considered separately, by reason of the freight charges. Inquiry of the paper buyers, however—or of Men's Wear Review—would result in the desired information.

Merchants should not expect too much from these waste paper sales. The profits can not be huge. Yet those who have undertaken the baling are well satisfied. In the few cases where they are not they say the fault is with a poor baler. The reduction of fire risk and the other advantages, plus the profit from the sales, make the collection, they say, well worth while.

SOME CHANGES IN HANGERS

GREAT difficulty is being experienced in getting tinned wire, which has been extensively used as materials for the hooks on coat hangers. The United States factories making these hooks have now found it necessary to close down for a time, and the hanger manufacturers have sent out word that they have to charge more for hangers in which tinned wire is used: that the number of these which can be secured, moreover, is limited.

Hangers at present are being more largely made with the copper wire used for the hook. This is not as good as the tinned wire, not having the rigidity or strength, but it seems likely it will have to serve.

The war is bringing a change in fixtures and racks. Oxydizing is practically stopped. Operations which used to cost $2 are now costing $20 because of the greatly advanced price of chemicals used for oxydizing. It is impossible for manufacturers to get that advance and as a result polished steel is being used largely instead of oxydized material.

SELLING EXTRAS TO THE SOLDIERS

To Their Regular Military Line the Two Macs Have Added Flash Lamps, Big Sales Resulting—Safety Razors Continue to go in This Wide-awake Store.

THE columns of Men's Wear Review from time to time have held news and descriptions of the developments in the store of the Two Macs in Ottawa. This store is one of the most progressive in the country. In fact the writer knows of no other store which so successfully handles so many departments of goods for men—that is as a man's store, and not a department store. If anybody has a case to cite which knocks this last sentence on the head, send along details.

Meanwhile, since I was last writing about this progressive store, it has added several fresh departments, or —perhaps, better—several new and hitherto untried lines. One of these is flashlights and electrical goods of that nature.

"Every Soldier Should Have One."

The president of the company discussed this with me. I was asking him how it was that there were some flashlights in his windows.

"The customer, as usual, is the index to the reason why," he returned. "A couple of 'Tommies' came in here one day and bought a raft of stuff. Amongst other things they inquired for was a handy-sized flashlight, which should be easily pocketed and which was effective as to (1) giving a sure light, and not falling down on you, and (2) giving a good bright light. They pointed out its usefullness to the soldier. A dark night on a dark plain or in a dark trench—your watch couldn't be seen, for instance, unless your sweetheart or somebody else had given you one with a radium dial. And anyway, a handy little flashlight was a handy little thing to have in your kit.

"So said the soldier. I had to tell him that I hadn't got any in stock. It set me thinking. I did not have any other call for them that I remember, but I wondered why I couldn't make good, selling flashlights just as well as the hardware man and the novelty dealer. I got a consignment in. We handled the thing thoroughly. If it was worth doing at all as an experiment it was worth doing well enough to give it a chance of success. We had a slogan. It was marked up in our windows and on our counters. "Every soldier should have a flashlight." I devoted a counter to them. This was in the military department. We had various kinds of them, at various prices. One was in the shape and guise of a fountain pen, for instance. This was possibly the best seller of all, inasmuch as it was small and compact and yet a reliable article. Then some of the regulation size lights we car-

One of the trims by which the two Macs keep their store a centre for military buying—note the range of goods displayed

ried, and one or two novelties other than the fountain pen.

"How did it work?"

The reply was laconic but full enough. "Bully." We sold hundreds the first few days we had 'em in. And we've sold more hundreds since. The soldiers have been tickled by the idea of including one in their kit. Our slogan did much to help that along. We ran a window showing nothing else for some time. That helped.

Then we did not only make good on them with soldiers. We offered the suggestion to picnickers and Summer-commuters. Britannia and other suburbs here are full of Summer cottagers. They haven't gas—I mean the cottages haven't! People potter along—lots of them—with oil lamps and such, and a little flashlight is a very useful thing to have with you in a Summer cottage. The thing appealed to them, and we did a big business on this account. But the soldier's trade was the first—fittingly so, since one of them suggested it. It was worth while trying it out. We didn't know whether anything so far removed from suits and neckwear and such would go or no. But Columbus took a chance. So did we. We came out all right.

"Another line we made good play with which is not usually seen in a men's wear store was the Thermos flask. We sold a number of these to soldiers, though I guess in some cases the size of the thing prevented sales. Officers took to them, however, and with officers we had good sale. Then we applied the flashlight theory which had worked out successfully enough in that line, and sold heavily to Summer cottages."

"Methods? Just our usual. Good strong advertising, with attractive copy and useful and striking cuts. And a slogan, in the ads. and in cards in the window displays. We are, of course, lucky in having so many windows in which to show different lines. But it could be done in a smaller store. It is the faith behind new ventures of this kind that makes for success."

Shaving Tackle a Winner

Readers of this paper will remember an article some time ago about this same store which had then been trying out shaving materials, such as safety razors, talcum powders, shaving soaps and the like. I asked whether business in these had kept up.

"You bet," was the reply. "We've done very well with safety razors. We made particularly good with soldiers, not only officers but the men as well. We carried two or three well known lines, in the main fairly expensive lines. And we got a lot of business. We had a compartment in one of the windows specially devoted to shaving **etceteras**, in which, of course, razors were the central line. A unit table in the store in a conspicuous place, where soldiers usually came when they entered the store was also another inducement to buy.

"What luck," I asked.

"Excellent. We sold so many razors and so much shaving soap and powder that really it looked as though one out of every two soldiers came to the Two Macs store for a safety razor before he got away. We did infinitely better with them than we had ever supposed. We have always handled shaving tackle because I long ago figured that a man's store should carry anything and everything which a man could want. But we never figured on as big a business with soldiers in safety razors and shaving tackle as we have had."

* * *

The Two Macs have added some other new lines, and their experiments in them have turned out well. But they are worth another article all to themselves, in another issue.

All Wondering As To Prices—Boys' Clothing Receiving Greater Attention Than Ever Before—Some Interesting Special Sales—Less Goods in Boxes This Christmas—Cautious Buying of Military Linen.

ABOUT the most common speculations to-day relate, of course, to price. The time has passed, apparently, when merchants are apprehensive of the demand. It has been wonderfully good, seems sure to continue very good for twelve months more. What will happen then—or what will happen after the war ends, be it early or later, is of course, a great question, but one which merchants and manufacturers alike are contemplating with reasonable complacency. They are doing all possible, many of them, to ensure the continuance of whatever present conditions are satisfactory, and are working to remedy, or to offset the unfavorable conditions. For the rest they are waiting.

Advances Seem Certain

As regards prices there seems not the least doubt that general advances will come. But they may frequently

come in ways which the man on the street—the customer of the men's wear store—will not detect. In other words goods long sold at a certain price will still be sold at that price, but they won't be the same quality goods. Where quality is maintained prices will surely advance still higher. This is true as regards neckwear, underwear, clothing—indeed with regard to practically every line handled in a men's wear store or a men's wear department.

One of the most noticeable tendencies in the trade today is undoubtedly that of giving to the boys' department greater importance than ever before. Many establishments which have not handled the line have added it. Other merchants are giving to the department much greater attention. Indeed all over Canada merchants have been taking council with fellow merchants, asking of sizes, best prices—generally going into the boys' clothing question.

More Firms to Make Boys' Clothes.

And manufacturers, of course, have their ear to the ground. Manufacturers too are giving boys' clothing greater attention. Some years ago such a thing as special designing for boys' models was almost unheard of. But now the construction of boys' clothing is a big thing. And the boy is getting his proper meed of consideration. More and more he will get this, for it is rumored several clothing manufacturers, not to date making boys' clothes, are to undertake this.

The boy is getting this consideration, from manufacturer and merchant, because he has proved himself worth while. He's no parasite, the Canadian boy. He's a worker. There's much more work than ever for him now, and he's getting big money for doing this. With the money come new ideas of dress—a general dress up tendency. Indeed it looks like the biggest Fall's business in boys' lines experienced in many years—perhaps the very biggest of the trade's history in Canada.

After the Mail Order Business

By the way, The 2 M's (McKelvie and McGuire) of Lethbridge, are advertising the service they can give as the result of parcel post laws—appealing to the farmers of the zone surrounding Lethbridge for business. They should get results. The advertisements are of the right stamp, giving real information as to the make and price of the goods being offered.

Personal Advertising

Tobey of Hamilton, is conducting a Thank You Sale—a sale in which he announces his intention of giving the people of Hamilton something good, because for nine years they have been so good to him. The advertisements of this sale are surely bright. Mr. Tobey believes in the personal touch. He makes all and sundry realize that in going to this store they are not just entering a store, but that they are dealing with A MAN, Tobey. His pictures appear in his advertisements. His opinions are expressed. The first personal pronoun is used. The advertising assuredly has originality. It has the personal touch, and doubtless brought big results. We must ask Mr. Tobey about this e'er long.

How About Sales

By the way, mention of this sale brings up the question of sales in general. Is it wise to give such exceptional values as Mr. Tobey evidently did? Does that mean a loss or gain? Certainly, with a regular clientele a store must have fresh goods, and if ties or shirts stick why it is good business to move them, even if at a sum much lower than that for which new goods can be secured. The new goods are necessary to tempt trade. They are the bait.

But would it be wise to reduce prices on underwear—or other rather standard lines, where pattern does not count so much? Doubtful, very doubtful.

Needle Scarcity Causes Trouble

And speaking of underwear brings to mind the increasing difficulty manufacturers are having to get needles. Because of this scarcity expensive machines are standing idle—more of them every week. It's another serious handicap the knit goods men are facing.

Preparing for Soldiers' Return

Of course the military camps are still in full swing, and though the merchants in cities or towns adjoining these camps are doing splendid business in soldiers' lines, not until the camps break up will the men's wear dealers in the towns where battalions have their Winter quarters be able to get the good profit which the handling of these military lines make possible. But the camps will break up early in October, and with the general market in the state it now is—practically every thing being scarce, except money, fortunately—a heavy demand from merchants for military accessories might be expected. Certainly all other goods are being ordered well in advance, and it might be thought those merchants who have profited well from handling military goods would intimate their Fall needs, and immediately plan orders well within this estimated need. But not so—at least not as a general rule. There evidently is a fear of being left with military goods on hand after the demand for them has passed. Merchants will have the line—yes. But they will order at the last minute—often by phone or wire—for immediate delivery. There is a lot of good hard sense in this. Yet it does seem that the end of the war is not yet. It does seem certain the demand for these military lines will last well into 1917, and to keep the stock assured should pay—though certainly the less money wrapped up in this stock the more profitable the department will be.

And what a profitable line this has been for the men's wear trade. Why, when the war started—and all seemed dark, it was the salvation of many merchants. It has been their strong support ever since, and with regular business booming the profits from this department make this difference between a good year, and a splendid year.

Less Goods in Boxes

It seems now as though men's wear dealers will be handling less of their Christmas lines in boxes this year. Because of paper scarcity and labor scarcity the box manufacturers can not fill orders. They say the orders are larger than usual. Yet they add that many who formerly packed their goods in boxes are now contenting themselves with paper wrappings. A sign of the big consumer consumption, surely this huge demand for boxes, while many old users of boxes are giving them up because of the cost. But also a sign that this Xmas there will be more loose ties, and less boxed; more loose handkerchiefs, and less boxed. The merchant will doubtless be able to get his goods either way—despite the scarcity—but he'll be able to offer slightly better qualities in some goods if he gets them unboxed.

W. J. Devins, clothing salesman with Graftens & Co., Peterborough, since 1902, has been appointed manager of the Dundas retail store.

Fire recently did damage to store and stock of B. J. Gough, Lindsay. The damage is covered by insurance.

Good Trim for Fall

With cooler weather will come dances, receptions, horse shows, and the many events at which formal clothing must be worn.

There's fine business to be secured in these lines. Particularly is it worth while to sell a young man his first dress suit. Then there are so many accessories he needs too, and in accessories lie goodly profits.

The trim herewith shown is noteworthy for its beautiful background effects which do not draw attention from the apparel shown, but rather make the clothing, the shirts, the overcoats, the collars, stand out more strikingly. The chrysanthemums, yellow and white, and the ferns, also add to the Fall appearance, oak leaves further emphasizing this seasonable feature.

The rough finish of the set piece, and its grey hue to represent granite are effective, as is the velours, green and red, used for draping the stands.

Suggestions here for some fine dress windows.

To-morrow and All Next Week You Can Here Save That Dollar to Help Save a Soldier

Begg & Shannon

See Our School Boys' Display in the South Window—Everything, even the School-marm

School Boys' Suit Sale

Mothers, Here's the ... News

You will not have to pay ... school suit, even though wool i... year ago. We bought and b... Our tables are loaded, our ... profit if you will.

Boys' S...

AT

$2...

Ages 7 to ... lines fro... bought ... folks ... quit...

TWO BIG EVENTS IN A BOY LIFE
SCHOOL Opening SEPT. 1st
School Suit Sale!
AT
BEGG & SHANNON'S
MOTHER, REMEMBER YOU'LL NEED A NEW SUIT

Six Thousand Boys in Hamilton

And three thousand in Wentworth County will next Wednesday, Sept. 1, wash their faces, comb their hair, black their shoes, put on their new suits and start for school again. It should be

A Begg & Shannon Suit

AT **$6.50**

With two pairs of bloomers

Here are "mannish," nifty styles to gladden the heart of any lad. New colorings, new materials, new and different Fall patterns, new details of make, design and tailoring to please the parent. Ages up to 18 years.

AT **$7.90**

Two-pants suits.

Here are the new Norfolks, patch pocket suits, bloomer pants suits, extra pants suits, single and double-breasted styles—in serges, cassimeres, worsteds—as finely tailored as our men's clothing. Something extra for the big boy.

AT **$9.90**

Two-pants Suits, ages up to 18 years.

This season with our greater stocks, newer ideas, greater varieties and greater values, we expect to corner the major portion of the boys' trade of Hamilton. These suits will set our Hamilton boys' tongues going.

Big Boys' Bloome... Fit sizes up to 18 years. Very extra value **95c**

...sh Suits PRICE ...or Oliver Twist

Many other lines on sale not mentioned here.

Boys' Military Suits at $2.95 The Rage for Soldiers' Boys

Boys' Knickers 100 pairs—ages 3 to 9 years. Only 1 pair to a customer **25c**

Boys' School Wea...
SCHOOL...
AT THE CASH STORE
Make it a point to see our Boys' Clo... before fitting him out for school... show you the best in the le... SYSTEM makes it po... small prices.
Boys' Two...
FREE
SPEC...
A W...
Costin...
Boys' Furni...
Boys' Shirts 35c to 75c
Boys' Collars 2 for 25c
Boys' Ties 25c
Boys' Braces 10c to 35c
Boys' Underwear 25c to 75c
Boys' Belts 25c to 35c
SCHOOL SHOES THAT ...
BOYS SIZES 1 to 5
YOUTHS ...
Once Again, School Days
BOYS NORFOLK SUITS FROM $4 TO $12
We are proud of the School Suits for Boys we have to offer to the mothers of Ottawa this season. We are particular about the styles for the boys as we are for the men. Our Boys' Suits give satisfaction and are moderately priced. After years of experience we pick the strands that make good
Norfolk Suits to fit boys up to 10 years, old, with two pairs of pants, at $7.00, are sure to make a big hit. See them
Our $8.00 Norfolk Suits with 2 pairs of pants, sizes to fit boys from 11 to 16 years, will give great satisfaction
Complete stocks of Sailors, Buster Browns and Double Breasted Suits. Everything for the boys.
Prepared
...d tear of the playgrounds? ...out at a moderate price
...95 to $8.50
...50 to $6.95
...95 to $6.50
...5 to 12.00
...action, Always
THE 2 MACS, Limited
...TON & Co. Ltd.
16-18 James Street N. Seven Stores in Canada
The Cash Store
ARCHIE Mc...
311-313 Victoria A...

Ads that have brought fine boys' business. They'll form good models for this season's publicity.

BOYS' DEPARTMENT

BOYS NEED NEW CLOTHING AND HAVE MONEY TO BUY

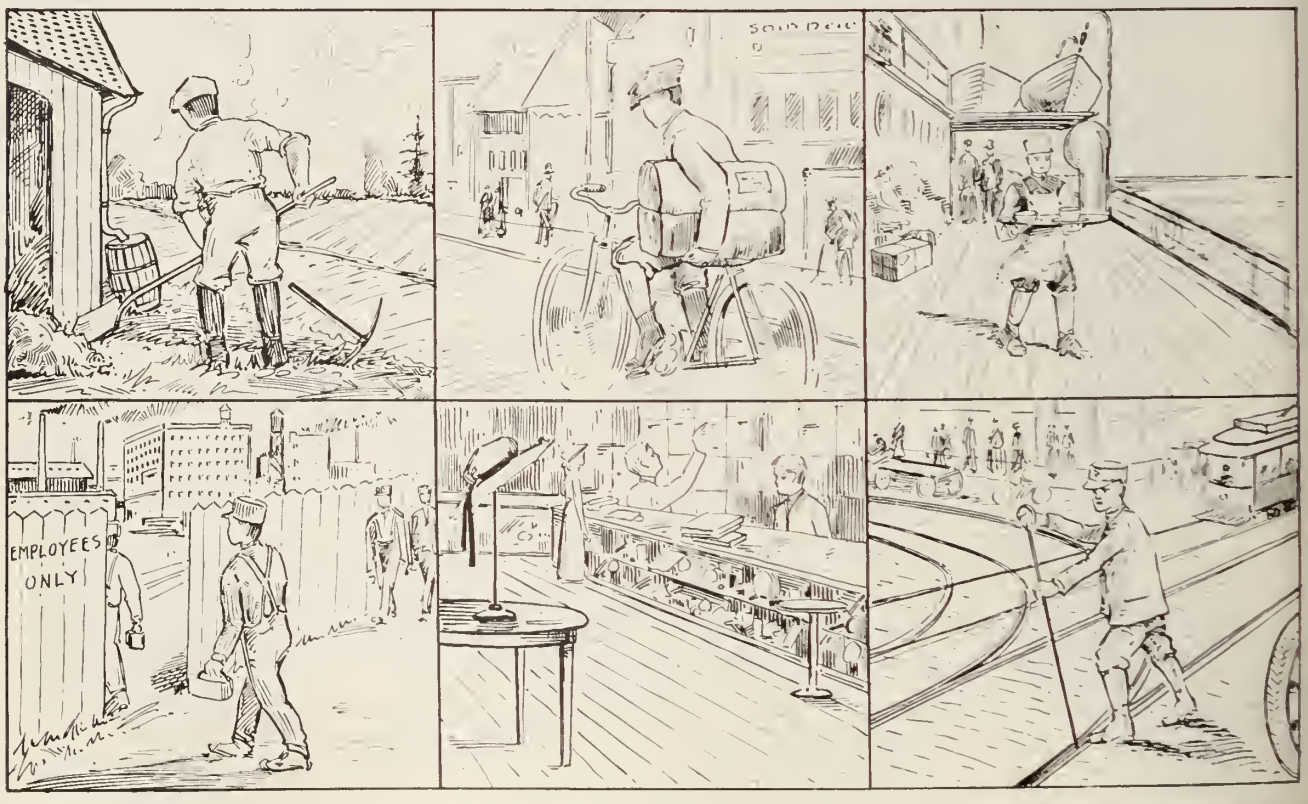
Labor Scarcity Has Made Work for Sturdy Young Canadians, Who Were in Such Demand That High Wages Have Been Paid Them—So, at This Season When School Re-opening Makes Clothing Necessary, the Boy Has the Money for His Complete Outfit—This, Moreover, Leaves More for the Mother to Spend on Younger Boy

WAR always brings many changes, and not the least of the changes it has brought in Canada is in the status of the boy.

The Canadian boy, from 12 to 17 years of age, always has been a mighty independent and self-reliant fellow. Many of them have been money earners—more than even in these days when mothers and fathers have come to see that a little remunerative work, far from harming their sons, makes him self-reliant and develops in him qualities which will stand him in splendid stead in the commercial struggles of later years.

But in the past the earning power of the boy has been comparatively limited. The occupations for which he was considered fitted were fairly wide, but the pay which he was accorded was not such as would make Rockefeller or Carnegie jealous—although, be it said, it was more pay than that which either Rockerfeller or Carnegie received in their early years. But now, with war conditions having made labor scarce, and the laborer particularly wanted, the field of activity for the boy has become very much wider, and the pay which the buyers of labor have been willing to give boys, has multiplied in some cases by four.

THE CANADIAN BOY AT WORK



In field, ship, factory and store he has been busy, taking the place of the soldiers, as well as possible, and earning well nigh a man's pay.

Question of Supply and Demand

It is the old law of supply and demand. The number of men available to do men's work is smaller than formerly. The number of boys on hand is about the same as ordinarily. The boys therefore are requisitioned to undertake men's work, and while not given men's pay, the demand for the boy is so great that the manufacturers have to give him a substantial sum to prevent him going elsewhere.

But there is another reason why the boys have been working this past Summer. Nothing need here be said to indicate that Canada is a country which arises to an emergency, but it is worth mentioning that many parents have seen that the present emergency places the responsibility upon their sons to do their bit. There have been parents in large numbers—all can probably think of two or three cases—who usually take their sons away for long holidays. This year they have willingly allowed the son to cut those holidays down to a bare two weeks, permitting him to work on farms, in munition factories, in factories, or in stores—permitting this not only for the money he would earn, although that was a consideration, but because in doing this work the boy would be accomplishing something to help the great cause for which so many Canadians have laid down their lives. Letting the boy see that his work is helping this cause—as it undoubtedly is—unquestionably has developed in him a higher patriotism, patriotism not of the flag waving type, but of the service order.

The Boy and His Jobs

For these reasons, therefore, the Canadian boy has had quite a busy Summer. To get the money which he wants he has accepted the opportunities of work. To permit his getting the training both in self-reliance and in patriotism, parents who could well supply the needs of their sons, without the efforts of those sons, have encouraged them to work. And so on the farm, in the factories, on the boats, in the store, in the offices, on the street railway lines even, the boys have been hard at it. Remarkable in some cases have been the posts young fellows of 14, 15 or 16 have filled. On the streets of Toronto this has been very evident. At the corner of Terauley and Queen Streets, there is an exceedingly busy street car switch. To save the motorman's time a man has regularly been posted there to turn that switch for the cars. This Summer the work has been done by a boy. The Toronto Street Railways have been hard put to it for motormen and conductors, so many of their regular employees having enlisted, and here was one of the places they found it possible to get a boy to do a man's work.

And we all know what the boy has been doing on the farm this Summer. It has not been any pleasure outing for him. Doubtless very many farmers have made the work as enjoyable as possible, nevertheless the boy was there to help get in the crop, and he has worked hard to earn the very substantial wages which have been paid him.

More Money All Around

In munition plants and factories larger boys have been hard at it, earning amounts which in other years would have seemed incredible.

Every warehouse in the country almost, has had boys taking the place of men who have gone to the front. Some have gone in there to stay—to work their way up in the business. Others have just gone in for the Summer, but they have been doing necessary work and have been getting very substantial remuneration.

Then the delivery boy is making money. There is a case which recently came to the attention of Men's Wear Review, wherein a boy who had been getting $2 a week for delivering parcels for a retail merchant this Summer had his wages raised to $8 a week. The extra money had to be paid to keep this boy from going elsewhere and getting at least as much money. The boy did not want to leave. He enjoyed the work he was doing. It kept him outside a lot on his bicycle, and was not too severe. He was, however, business man enough to appreciate that he had service to sell and that he should, all things being equal, sell it to the highest bidder.

Means New Buying Power

And these facts indicate, what?

Surely they mean this, that with the opening of school practically at hand these boys will feel the need of much new clothing and will have saved up money very much more than sufficient to purchase this. Surely this means an unusual opportunity for the men's wear dealers; and surely makes it particularly worth his while to cater to the boys' trade. This is a time when going after the boys' business will not only mean building for a big profit later on, when the boy becomes a man and has the money to buy more largely. It will mean a big profit right away, for the boy at the present has the wherewithal to purchase goods in ample quantities—to pay cash for these—to buy the best, or as near the best as suits his needs.

This Fall will be a time when complete outfits may be sold—stockings, shoes, underwear, suits, overcoats, caps, collars, neckties. The boy who has been an earner can spend with a clear conscience and it is highly probable that parents will encourage such expenditures. They would rather see the money made go wisely, than have it frittered away as might be the case were it not quite largely invested in clothing—clothing which in part at least would have to be purchased by the parents if not by the boy.

Another point worth bearing in mind is, that with the opening of schools labor conditions will be rendered perhaps more serious, since a number of these boy producers will be producers no more.

Buying Power Continues

This is going to result in still better pay being offered some lads to the end of keeping them at their work. It is also going to result in such boys as have been doing messenger work continuing at that after school hours and on Saturdays. As a result there will certainly be more money earned by the Canadian boys this Fall and Winter than in previous years, and the Canadian boy will therefore have greater spending power.

This state of affairs is going to work to the advantage of the merchants in many many ways. For instance, it might be said that this added earning power of the boy from 12 to 17 or 18 years of age, will undoubtedly be profitable, but that this does not ensure business from the boy from 4 to 12 years. No, it doesn't, but does it not ensure more business from the mother of the boy from 4 to 12 years for that boy. She will now not have to clothe the older boy. He will be looking after that himself, with the money he has earned. Therefore, the funds she has available for her children's clothing—and they are big, substantial funds this year—will all be able to go on that boy under 12 years of age.

Indeed there seems sure to be a wonderful Fall business in all boys' lines.

JOINS CAMPBELL MFG. CO.

E. N. Dimbleby, for many years associated with J. W. Peck & Co., has left that firm, to join the Campbell Mfg. Co., looking after the important points in the East and the West for them.

KNITTED GOODS

KNIT GOODS SITUATION WARRANTS EARLY BUYING

THE situation in regard to Spring supplies, as revealed by visits by staff members to a number of Canadian mills, at least impels a greater respect for that rather despised element of manufacture, whether knitted or woven, cotton.

Hitherto it has been looked upon as an almost unchangeable factor, quite dependable, even modest in its charges, subject to crop or sock market fluctuations, but of small importance in relation to the final price of the manufactured garment.

Mills Blame the Spinners

But what a change has come over the scene! The mills blame it on the spinners—yarn up 50, 60, 80 per cent.—and the spinners seek to justify the quotation by a reference to the raw market. "Over 13 cents now, and a year or so ago, why it was under 9." The mills come back with a charge that the demand for the yarn has really determined the price, and that the spinners "probably would be foolish if they didn't." A rather cruel way of putting it.

The retailer, however, is concerned chiefly with the final price and will find it anywhere from 10, 15, 20 or 25 per cent. in advance of a year ago. Indeed, in the main, the woolen garment itself does not show any greater increase than the cotton, and the jobbers who have already ordered confess to their surprise.

It must be remembered, however, that other factors are entering into the determination of prices, and the difficulty of getting men or even women workers is becoming the most serious problem before the knitted goods manufacturer. Not only are many precluded from running night and day, but can scarcely man their machines for the single shift.

Knitting Needles Another Trouble

Another snag that has turned up for the knitting mills is a scarcity of the peculiar style of needle required. These, as one need not be told, were "made in Germany," and any surplus has long since been exhausted while the manufacturers on this continent cannot turn them out quickly enough for the demand.

So far as placing orders for next Spring are concerned the mills report an unprecedented eagerness on the part of the jobbers to place orders, and some were practically sold out of their normal output by the first of August. This indicates clearly that the wholesaler feels both that an early order will better ensure delivery, and also that prices will be no lower.

These two factors should be considered carefully by the retailer. The delivery trouble will not be so much due to a shortage of yarn, as to lack of labor. This is a very real danger in the whole industrial world of Canada. The reality of the danger does not need to be impressed on the merchant, he has met it so frequently during the past year or so in his relation to imported goods particularly.

Make Sure of Delivery and Present Prices

The point as to future prices is equally convincing. Jobbers expect an advance before Winter in cotton goods, and believe in ordering now they will save this advance. The increase over "opening" prices is not absolutely assured, not as certain probably as it was in woolen goods for the present Fall, but still probable. If one looks to cotton fabrics, even without colors, as an analogy, we find advances have taken place already.

Every argument at the present moment seems to favor immediate buying.

MONARCH KNITTING CO. TO MANUFACTURE HOSIERY

THE Monarch Knitting Co. of Dunnville are about to commence the manufacture of hosiery in their St. Thomas plant. In the past year there has been a huge development in this line throughout Canada, yet the demand is far in excess of the supply, and it seems likely that with the new machinery being installed the business can be held after the war.

The Monarch Knitting Co. will turn out a wide range of hosiery, cashmere, worsted, cotton, lisle, silk, artificial silk—in a wide range of prices. It is expected samples will be on the road in September or October at latest.

NEEDLES GETTING SCARCER

The kind of difficulties which are interfering with production of underwear may be gathered by considering the present situation with regard to needles. Last month the scarcity was dealt with, but now it seems the situation has become more acute. It is taking at least three months to get needles made, as there is practically no Canadian manufacturing of this line yet, and since the United States manufacturers are so overloaded with work. An embargo has been placed on these needles by the French Government, further complicating the situation, and now the manufacturers report delays in getting new knitting machines. One firm has expected delivery on a machine from Switzerland since January. It is not yet here.

AS MILLS REPORT CONDITIONS

Advances in Raw Material so General That Big Upward Movement in Finished Product Not Hard to Understand

SAMPLES OF ADVANCES

	1917	1916
Balbriggan	$4.85	$3.85
Balbriggan	5.25	4.25
Vest	1.35	1.15
Vest	1.20*	...
*Substitute crochet neck, not trimmed.		
Drawers	2.75	2 25
Unions	3.60*	2.75
*Of slightly better quality.		
Child's	2.25	3.00
Silk Hose	13.00	10.50
Silk Lisle	3.25	2.25
Silk Lisle	3.75	3.25
Silf Fibre	7.25	6.00
Silk Fibre	6.00	4.25
Cotton Half Hose	1.20	1.00
Cotton Half Hose	1.50	1.25

VARIOUS accounts were received from the mills of the actual advances in yarn and other raw materials.

"Egyptian yarn cost us 1s. 2d. last year; to-day it costs 2s. 2d. Standard union yarns sold for 2s. last year; they are 4s. to-day."

"Two-thread Egyptian yarn balbriggan that used to be 50 cents will be 75 cents in future. There will be a substitute in single thread American cotton-stained Egyptian color. But the real Egyptian yarn will show an advance from $4.25 to $5.75 and $6—if any is sold."

"Yarn that cost 25 cents before is 42 cents now. A coarse yarn that was selling at 19 cents 18 months ago is 32 cents now."

"The cheapest vest we had last year was 95 cents; for Spring, 1917, it is marked close to $1.10. Drawers that sold at $1.85 for Spring, 1916, are $2.15 now; combinations advanced from $2.25 to $2.75.

"We had a vest selling last year at $1.15 a dozen; the same vest this year is $1.35."

"Anything nearer to last year's 15-cent line?" asked The Review.

"Yes, we made one at $1.20 as a substitute, with crocheted neck instead of trimming."

"Mercerized yarn has gone up from 62 cents to 90 cents, our last contract, and we would have to repeat at $1 now."

"Cotton goods this Fall are 15 to 20 per cent. up compared with placing prices."

"Trimmings are getting very high, sateens, thread, buttons, etc. Bleaching chemicals such as chloride of lime are up, from ¾ or 1 cent to 11 or 12 cents. So with acids, soaps, oils, etc.—everything."

"There has been a 40 to 50 per cent. advance on cashmeres; about 30 to 60 on cottons, covering the year, and 17 to 18 per cent. only on mixed stuff (for we specialize in this) to sell as near popular prices as possible.

"A line of hosiery that sold at $3.85 is now $4.85, and must be sold at 60 or 65 cents instead of 50 cents as last year. Merino underwear has gone up from $3.75 to $4.90."

"We have no new ideas; we can sell our whole output of regular lines. New ideas cost the retailer more as well as the manufacturer and are not advisable a year like this."

"It will keep us busy getting trimmings for our underwear. The trimmings we used to get were German-made."

Six Machines Idle—No Needles

"Six of our machines (underwear) are idle now owing to inability to get needles. Here is a letter from a New Hampshire firm. 'Unable to ship needles per your night letter, for order of six weeks ago.' The mills in the States are working to capacity and even shipping to England. We have no new cloths or styles for next Spring."

"We haven't fixed our prices for silk sweater coats for next Spring yet, but the advance will be at least 20 to 25 per cent. over last Spring for the same quality."

KNITTED SILK GLOVES

Fifty Cent Article up to 65c—Few New Styles as Demand is so Heavy

KNITTED silk gloves for next Spring show similar advances to cotton and silk lines of underwear and hosiery. Some of the advances of one large manufacturing firm are from $4.25 to $5.50, $6.50 to $7.50, $8.50 to $9.50, etc.

The result of this will be that there will be no glove of last year's style on the market at $4.25 and therefore none that can be sold at 50c. retail, such as there was before and the advance must be made to 60c or 65c for goods of similar quality.

Manufacturers claim that the advance is due partly to the advance in raw silks during the past year, partly to the trouble with dyes and in addition to an increase in the cost of labor, and the trimmings that are used in the making up of gloves, all of which have gone up considerably.

For instance, raw silk that they paid from 3¼c to 3½c a lb. for for goods for Spring, 1916, is costing them 5.25 to 5.75 now, for it was just about a year ago that raw silk started on its upward movement and the market with many fluctuations has maintained a high level ever since.

Few New Styles of Gloves

While last year there were a great many new styles of gloves by Canadian firms they announce that this year there will be considerable lessening in the number of next year. Where the demand is uniformly good and even greater than had been expected, the mills declare that it would be foolish for them to increase the number of their lines which would curtail their total production. The greater the variety the greater the expense, and the less the proportionate profit. Where a market is weak manufacturers frequently bring out new lines in order to tempt sales, but this is certainly not the case at the outset of the Spring, 1917, buying season.

Stanley Goldsmith, manager of Tip Top Tailors, St. Thomas, has accepted a position with Oak Hall of that city, and has entered upon his new duties.

OLD PRICES STILL, BUT NOT OLD QUALITY

Questions for the Men's Wear Man—Shall He Sell Inferior Goods, or Better Goods at Higher Prices—Some of the Advances

MORE than ever in knit goods—as indeed in practically all men's wear lines—it is the sellers, market, when one talks about lines for Spring, 1917.

The demand for cotton goods and light weight wool for Spring and Summer has been unprecedented for the beginning of the jobbers' buying season. The mills have been surprised at the manner in which their output has been gobbled up by the wholesalers, and they are anticipating a brisk placing of orders from retailers when their travelers go forth late this month and next.

Ask a jobber the reason for the voracious appetite for next Spring's goods and he will point to his experience in nearly every line during the past year. The motto of "Once bitten, twice shy" applies, but in a reverse respect. They got caught without the goods before, perhaps, and—"Never again!"

There seems, too, to be a feeling that these Spring lines are part of a rising market, and, therefore, apart altogether from a risk of non-delivery if they hold back, they are a good buy in themselves. The advances, running as high as 20, 25 and even 30 per cent. have surprised most of the jobbers, but not deterred them. The advances are common to the whole knit goods world, not Canada alone.

In a more detailed list given elsewhere are examples of typical increases. These run, say, from $1.85 last year to $2.15 or $2.25 this year in cottons, or from $2.25 to $3.25 in silk fibre, which bears a much higher increase than cotton, as a rule.

No More 50c Balbriggan of Old Quality

So great have been the advances that—for the same quality as last Spring—50-cent balbriggan must be sold at about 65 cents retail; and a 25 cent line of hosiery at 35 cents, and a 35-cent line at 50 cents.

This does not mean that in cases of hosiery, for instance, no more cheap goods are on the market. There will be a 10-cent hosiery and 15-cent lines, but the quality will be far below what a merchant was satisfied to order last year. So poor, indeed, that many merchants will refuse to have it "about the place."

Again, there comes up the question that has obtruded itself so persistently this past year: Why should the merchant retain his scale of prices the same as they were? He knows—and the public know—that 25-cent hosiery is not as good quality as one or two years ago. Yet there must be a line to sell at 25 cents, even if the old quality must be sold at 35 cents. The manufacturer in his turn cuts down the weight, reduces an all-wool to only a percentage, and often as low as 5 per cent., filling up with cotton; while now, when cotton seems almost as valuable as wool, or at least when the twelve-month advance is practically as great, even cotton goods must be degraded, until the same are so sheer, they look as if the least strain would leave nothing but daylight.

Shall Merchants Buy Cheaper Quality Goods?

Should the merchant stock up with these goods, goods he cannot recommend, goods that must disappoint even those who are ready to make liberal allowances, knowing the true conditions surrounding manufacture.

Perhaps, here, as in most of the affairs of life, the Golden Mean holds out the wisest course. A shrewd and successful merchant of honored standing, discussing this point with The Review, set forth his own views and practices something after this manner:

"First of all I believe thoroughly in quality. I have tried to build up a reputation for my store as a quality store. I try to sell goods I can guarantee. It makes your customers solid for you. Now comes the increased prices of so many goods. Our old standards of prices—quality for quality—have been swept away. Raise prices ourselves or sell inferior goods?

"In serges—if we had stocks on hand, often better qualities were sold at very small advances than we could buy wholesale in the market at the time. As to the wisdom of this I will say nothing either. So in linens, and gloves, boots and shoes, and so forth.

Most Customers Will Buy Quality

"But in hosiery, and to an extent in underwear, a liberal supply of substitutes is provided you can get something to sell at about the old price, or you can keep up quality. In my ordering I have gone lightly on the cheaper goods and much more heavily on the better grades. I have instructed my staff to show both to the customer; but to point out the obvious superiority of the better quality. I have given them information as to the percentage of wool in this and in that, as to advances in wool yarns, and in dyes—all talking points for the better quality goods. The price usually has been above what they expected, but by far the majority accept the clerk's suggestion—conveyed in an indirect manner—to take the better goods. I retain my sales, my customers still have their old confidence in my carrying a wide range, and the influence of the purchase of a dependable article."

We will let the subject go at that.

ZIMMERMAN MFG. CO. DOUBLING

AMONG the extensions in knit goods factories is an addition being made to the premises of the Zimmerman Mfg. Co. of Hamilton, 85 ft. square, two stories and basement, which will mean a doubling of the space now used. The former offices at the front have been torn down and the new building erected towards the street.

One of the reasons for this enlargement is that the National Woolwear Co., with which one or two of the "Zimmerknit" directors are connected, has turned over its orders to the Zimmerman Mfg. Co. Some of the machinery has begun to arrive and manufacturing will begin about Sept. 1. The output will include men's, women's and boys' shirts, drawers and union suits. E. H. Walsh & Co. are the selling agents.

The Scotland Woollen Mills Company has opened a branch store at 48 South Cumberland street, Port Arthur, under the management of G. Y. Yeoman. Mr. Yeoman reports a fine opening day's business, and gives a good deal of credit for this to the advertising campaign carried on in the local papers.

B. W. Zieman, of Preston, has again been elected President of the Retail Merchants' Association.

COLORS IN HOSIERY FOR SPRING.

A MANUFACTURER of hosiery states that in general 25c hose will be increased to 35c before next Spring and 35c to 50c. Artificial silk particularly has gone up in price. In cottons $1.20 was the lowest line of one firm this year and $1.50 is the lowest for next Spring. Instead of 15c hose retailers will have to sell at 17c or 19c if the odd prices are retained.

90% Black and White

Speaking of colors for next year in women's hosiery a representative of a large firm said "As this past year orders already booked show 90% of black and white, and barely 10% of other colors ordered." Very few mills want to make up anything except black and white on account of the scarcity and cost of dyes and the difficulty of securing anything that is fast except at an almost prohibitive price. Among the few other colors that are being ordered are palm beach, grey and champagne and a few balbriggan shades.

In men's there will be, of course, black and white as usual and a fair number of tans which sold pretty well last season, although there is some difficulty here in getting dyes. A few lavenders and greys in men's wear are also being taken.

Here again the advance in price will represent about from $2.25 to $3; from $3 to $3.50; $3.50 to $4.50, and so on. This is in silk fibres. In lisles the prices have gone up from $1.80 to $2.25 on one line. "This is a sample of the advances that are going into effect throughout our whole range," declared a sales manager.

MERCURY MILLS WITH 200,000 SQ. FT.

STILL another advance is being made in Canadian factories. Mercury Mills have under construction a large new building about 1½ miles east and north of the present location in Hamilton, four stories and basement, 400 feet by 92 feet, including a dye house, and also a boiler house, warehouse, etc., covering 200,000 square feet. This will likely be ready by the first of October. One of the features of the new building will be the provisions made for the welfare of the employees. These will include a ventilation plant, which will humidify, heat, and wash the air, while acting as a cooling agent in summer. A lunch room will be provided for employees that will number between 300 and 500. Possibly the Queen Street plant will still be retained.

CALLED ON EVERY FARMER IN 30 MILE RADIUS

Continued from page 38.

lished between the store and the community on account of the evidence of personal interest taken by the head of this store.

The mailing list consists of 3,000 names, two-thirds of them for the country. Circulars are sent out from a duplicating machine. The store for some time sent out blank order forms, but found that very few of these were used. The orders are written out by the farmers, or they come in and show the circular letter and the items themselves in which they are interested. The quotation of the price is considered one of the strongest points in the whole campaign.

The store does cash and credit business, about evenly divided, but care is taken in the extension of credit.

Auto Delivery for Country

Another point that has assisted in building up this rural trade is the use of an auto delivery covering practically the whole district. This runs during the months when the snow is not deep, but does not go on a regular schedule, running according to the goods bought.

This store is a firm believer in trade papers, and the Men's Wear Review is at first gone over by the manager, Mr. H. M. Dunham, and noted, and then sent on to the heads of the different departments. In the development of the business the trade paper is an absolute essential, Mr. Dunham considers.

The officers of the store are: Adam Brown, president; J. E. McKechnie, vice-president; H. M. Dunham, managing-director, and W. C. Lowrey, secretary-treasurer The last is now a lieutenant with the 226th Battalion

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V. L. Evans is moving in September from the stand on Roncesvalles Ave., which he has occupied for some time, to one a few doors north. The new stand is almost directly on a transfer point, next a bank, and has in addition to these good features, the greater floor space Mr. Evans needs. The show windows, too, are larger than those in the old stand.

OF A PERSONAL NATURE

J. C. Arthur's men's furnishing store, Blind River, was destroyed by the fire which swept that town early in the month.

Black straw hats are being worn by thousands of persons throughout England as part of their mourning attire in memory of Lord Kitchener.

James Thomas, who has conducted a tailor business in Preston for the past eight years has purchased a business in Tillsonburg and will remove to that place within the next several weeks. He has disposed of the cleaning and pressing end of the business together with the fixtures, fittings and presses to John Rodger, who will look after the wants of Mr. Thomas' many customers in the store which he now occupies as a gents' furnishings store.

The Saskatchewan Farmers' Co-operative organization, connected with the department of agriculture of that province, has invited tenders from local merchants for 200,000 pounds of wool, which is to be sold on July 24, and is said to be worth about $100,000. A number of tenders were received in response to a previous invitation but all were rejected on the ground that they were too low, according to a letter received from W. W. Thomson, director of the organization. Toronto dealers say holders of Canadian wool are asking impossible prices and that they can buy Australian and New Zealand wool to better advantage even after paying the tax. Much wool is being imported from the Antipodes, they say.

David Epstein has entirely remodelled his store on Victoria Road, Sydney, N.S. The building, which has been under alteration for the past three months, stands 75 feet long and 20 feet wide, one open space with no pillars to interfere. The front windows are eight feet deep with the latest model of show windows, the transom displaying the name of the firm in stained glass. The interior of the windows are finished in polished oak with a mirror background, which adds much to the effect from the street. The lighting is extremely convenient, X-ray lamps being used. The floors are oak, with a hard wax finish and the show cases, which include hat and umbrella cases, are all in the most modern style of plate glass and oak.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 19

"Scrolls" and "Paste-Ons" for Show Card Purposes

SINCE the beginning of these lessons I have persistently advised the beginner to keep from trying to make fancy show cards by using scroll work. I said this would come as the lessons progressed: so as part of this lesson I am giving the uses of simple scrolls for the show-card and how to make them. By the simple scrolls I mean that which can be made in a very short space of time; not the form of scroll which is used by illustrators and which requires much time to make.

The main idea in show card scroll work is "balance" and correct color combination. Speed in their execution is imperative. Speed is necessary in order to make them gracefully and also because a cardwriter cannot afford to spend much time in decorating a show card. Painstaking accuracy is to be avoided in the show card. Everything must be free and easy but properly balanced up.

Scroll work has been in vogue for showcard decoration for a long time. In fact it was once used more than it is to-day. This is because the cardwriters are becoming more educated in the proper uses of show cards. Scrolls used to be used on sale cards or any other kind lavishly years ago and got so common that they did not attract the people's attention. But to-day the card writer keeps the scrolls for cards of the better nature and even on them they are used sparingly. It is just the same as a store using a red ticket all the time then putting on a sale still using red cards and expecting the people to be as much attracted by them. There is nothing new then to attract. So use scrolled cards sparingly and also use the scrolls on the cards sparingly.

A Small Brush Needed

Use a small brush for scroll work. If you have one with a slightly longer hair than the ones you do lettering with, all the better. The long hair gives more sweep.

The color should be somewhat thinner than for lettering purposes, but not too thin to appear watery. This allows the color to flow as quickly as the brush can be moved. Keep the color mixed thoroughly to ensure an even surface.

Scrolls are not to be the most conspicuous thing on the card. They are just a decorative feature to make the lettering stand out.

The use of scrolls around curved lines of lettering is a very popular one. This serves the same purpose as shading the letter, providing the color used is not so conspicuous as that used for forming the letters. See centre of chart for this illustration.

Practice in this work is the most essential part in making a success of it. Much time must be spent in practising the many curved lines that go to make up the different forms of scrolls. For instance, study the chart thoroughly and pick out each stroke separately and practise it until you have become thoroughly familiar with it and able to make it without reference to the chart.

Fig. 1 gives an idea of how to go about the practice work only you should make each stroke or collection of strokes many times more than is here shown.

To get the best results hold the brush firmly between the thumb and first two fingers and make the strokes by using the tip of the brush. Use a free arm movement without moving the fingers at all. The brush must be kept well filled with color.

"Cut Outs" and Their Handling

Cut out illustrations taken from all forms of journals, magazines, fashion books, etc., have, like scroll work, been used for many years. These in combination with

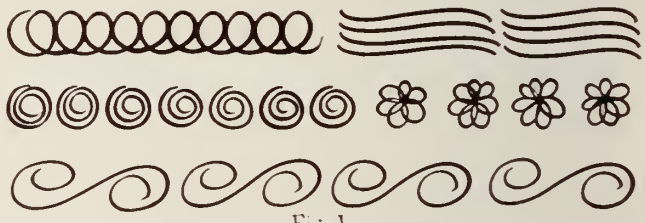


Fig. 1

the scroll work make excellent showcards. The main idea of this lesson is to show how well these two showcard features can be worked together.

You first must select the proper kind of illustrations suitable for the card you have to make. Then cut it out neatly with a pair of small scissors or very sharp knife. When this is done lay the illustration on the card and sketch out lightly the scroll work and lettering with pencil. Next stick the illustration on with photo paste. In applying the paste use as sparingly as possible and be sure that all edges are well pasted. To get the illustration on evenly, mark the place it is to go before pasting, so that no time will be lost. Press down the edges gently with the fingers, then lay a sheet of paper over it and rub out until perfectly smooth. In most cases do the scroll work after cut is in place.

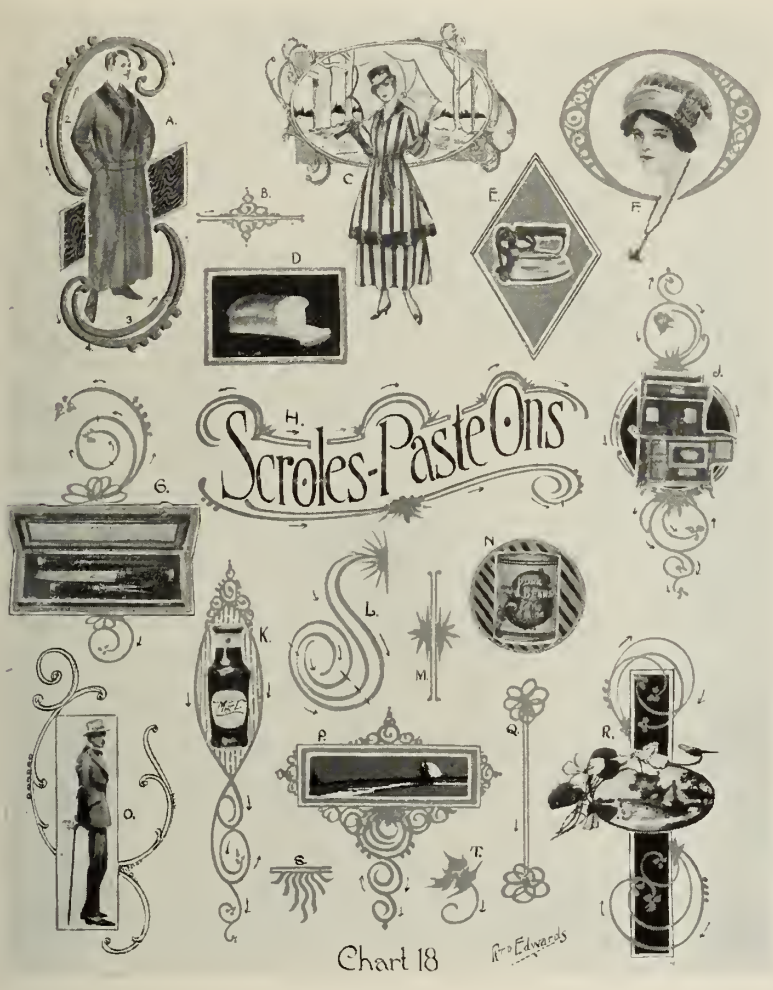
The Chart

"A" shows a figure of a man in a dressing gown. The dark panel behind was drawn before the figure was pasted on. Doing this first gives a better chance of getting the edges of the panel even on both sides. Draw the scrolls after the illustration is put in place. The scrolls are of pale grey with a thin black line on the left and lower edges. The round spots are made with the end of the brush. The grained effect on the black panel is put on with the same grey as used for the scroll.

"B" shows a dainty scroll running out from two parallel lines. This can be used for a finish for the bottom of an

upright card. This can also be divided and just use the lower half with good effect.

"C" shows a double "paste on" combination. The scroll work was cut out of a Hardware and Metal advertisement and the figure was taken from a fashion book. The interior of the background was sketched with pen and ink. This would make up into a very striking card.



"D" shows a good illustration for a grocery store showcard. There are no scrolls used here. Paint the background black first and when dry paste on the cut. Use a pale brown outline for panel.

"E" shows another illustration without scroll work. The electric iron cut is pasted over a pale green background which is drawn on first. A white outline is drawn around the illustration. Two fine black lines are ruled around the diamond-shaped background.

"F" would make up into a very attractive card. This sort of illustration would make effective advertising for boudoir caps or face cream. A pale blue shade is used for the scroll work to match that on the cap. Take great care to get the circles and ovals accurate. The interior scrolls are simple.

"G" shows a hardware illustration with a grey brush stroke and black pen outlines. The scrolls at the top and bottom are quite simple.

"H" shows the use of scrolls around curved lines of lettering. Note how the curves jump over the upper case letters and do not go over the "L" and "T" in the lower case. This makes the words more easily read.

Many varieties of curves can be made around curved lines. Their style depends upon the style of lettering used and the space at your disposal in which to put the scroll work. In any case do not make the scrolls as strong as the wording. The scrolls are to make the lettering stand out.

"J" is the cut of a gas range taken from Hardware and Metal. The circular background was drawn at first with a compass and colored in before the illustration was pasted on. The pale grey scroll work was applied last. Until you get used to the work it would be well to turn the card upside down to make such scrolls as at the top of this illustration. The little floral suggestions at the ends of the strokes are made by pressing down and giving the brush a quick twist while raising it. Have the color low in the brush for this work.

"K" shows a suggestion of a grocery card Any style of bottle or canned goods illustration can be treated in a similar manner. Use a pale shade of green for scrolls and striping. The long scrolls on either sides should be laid out accurately in pencil before applying the color.

"L" gives you a very useful scroll to practice. These can be either made with one stroke of the brush or be joined up as shown with the black cross strokes. Much practice is required before they can be made with one continuous stroke. The little spray at the top is made when the color is low in the brush. Hold your brush on the card and without moving the arm make the point of the brush shoot out with the finger movement.

"M" can be used for the same purpose as "B."

"N" shows an excellent idea for making a card for canned goods. The background is entirely made before the illustration is painted on. Diagonal stripes of black and grey with outline of the latter constitute the background. An outline of white is drawn around the illustration.

In "O" we have scroll work that takes more time than the others. This is made with the stub pen. Sketch out minutely with pencil first and apply the ink carefully. Paste on the cut after the scroll is done.

"P" is an idea that can be worked up for a card that can be used on any kind of merchandise. These little scenes can be gotten from post cards or small, unframed pictures. Two-toned rulings and scroll work can be used. The ruling of pale green and the scrolls of a darker shade of green applied with a small brush.

"Q" shows a fancy end or side piece for the showcard. Make all the same color. The ends are made with one continual motion of the brush.

"R" in my estimation is the nicest way to work in the scroll and little scenes. This is a solid black panel with a black pen line border around it, with the picture pasted over it a little above the centre. The scrolls are of a light shade of grey, so that they will show up on the black as well as the white surfaces. Note how irregular the scrolls are but how well balanced. This illustration was taken from a cover of a fancy box.

"S" and "T" show small end pieces for the finish of a card.

Edward Aitken, for some years, merchant tailor at 471 Dundas street, died recently in Toronto.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

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PROOF POSITIVE.

A LITTLE more than two years war and business is in an exceedingly healthy condition—business both at the front and here in Canada.

From time to time we may wonder if the demand for goods really is greater than in past years, or if this merely seems to be the case, because labor difficulties, raw material difficulties, and other troubles make the work of production so hard. But conclusive proof that the demand is bigger than since 1912 at least, does seem at hand—indirect proof, but proof undeniable nevertheless.

Manufacturers of paper boxes, in which so many lines of men's wear are packed, are finding it impossible to fill the demand for these. Because of advances in paper they are getting as much as 100 per cent. more for boxes—simply have to get this. The natural result of such advances is that many who have used boxes for the shipment of their goods in the past, now are discontinuing this practice, and are packing their product in ordinary paper. Hence a part of the regular demand is discontinued, yet so great is the remaining demand that orders can not promptly be filled, even though the output of the paper box companies has been increased.

Proof positive of the great activity of business surely.

HATS OFF TO THE BOYS

AS a manufacturer of clothing was speaking of the splendid opportunity which exists for the sale of boys' clothing this Fall, there walked into the office a diminutive specimen in overalls. He looked fifteen, but was small for his age.

"Is there any work for me here?" asked the boy.

Then the head of the firm, because he was a boy not so long ago himself, and because he is perhaps something of a boy in spirit yet, got into conversation with that lad before sending him to the man who would be able to tell if there was work for him there.

And these points came out in the conversation. That boy had been engaged weaving wire, and had been receiving $1.50 a day—good pay surely for a fifteen-year older that is small for his age. He was leaving because of weak eyes which were being hurt by the work.

A young housewife in Toronto got into conversation with the twelve year old grocery boy who daily brings her supplies. She learned that this boy is of the stuff from which rich men—perhaps even big men—are made. He works for the grocer, then helps in a drug store at night. For this he receives $11 a week. The other Wednesday he didn't feel much like his regular half holiday so went across the street to a dairyman and spent the afternoon delivering bottles, thereby running up his weekly income by seventy-five cents.

Unusual conditions make these things possible, it is true. But unusual conditions offer unusual opportunities, and the boy assuredly is of importance to the men's wear dealer now. He always should be, for as some one has said men are only boys grown up. But now the men's wear dealer who is overlooking the boy is overlooking immediate profits, and future benefits which can not be estimated.

AN IMPROVED SERVICE

THIS is a time when to a buyer are presented problems entirely new—problems which he must solve without regard almost to past experience. The answer is not in the back of the book.

But there is information to be had on price tendencies, on raw material advances which will influence the finished product. To have this information, on all men's wear lines, presented regularly would unquestionably be of value to buyers and dealers generally.

In the coming issue of Men's Wear Review, therefore, will be started a market department in which will be given the most authentic information which is to be secured on prices and supplies. At this time, and throughout the period of readjustment which will follow the final peace the department should be of particular worth.

CLOTHING PRODUCTION AFTER THE WAR.

SINCE the outbreak of war a number of Canadian manufacturers, formerly engaged solely in the production of some other lines, have taken up the making of cloth. This was necessary that the output of khaki might be sufficient.

Also cloth manufacturers of long standing greatly increased their facilities to the end of meeting, in reasonable measure, the demand.

In short the facilities for producing cloths in Canada have increased greatly—the increase in output, indeed, is estimtaed by men closely connected with the trade as being something like 200 per cent.

This increase means much now, but will likely mean a good deal more when peace comes, for those who have started in the business of cloth manufacturing under war conditions will likely continue after war orders are no more. Already some have so announced their intentions.

This, taken in conjunction with the increased facilities of the old mills, points directly to a continuation of the present large cloth output. All of

this, of course, will have to find consumption through the clothing manufacturers, tailors, etc. And little indeed will be used for military purposes.

In the past Canadian mills have sold the better grade cloths to the general satisfaction of clothing manufacturers. They have not found it possible to sell goods of say lower than $15.00 value. But under conditions which have existed for the past two years changes have come about, which, it is thought, will enable Canadian mills to successfully solicit orders for their cheaper cloths.

Such a state of things will not directly benefit manufacturers of clothing. They will assuredly be able to get their supplies after the war; but to continue the present large output of cloth would unquestionably have a beneficial effect, taken in its broad aspect.

JUST about eighty days till Christmas. Time to get ready the holiday goods.

AUGUST assuredly was a busy month for straw hat sales. But that is the month when such sales are proper. A big advance in straw hat merchandizing was made this year.

OF A PERSONAL NATURE

VINEBERG COMPANY'S PICNIC REGULAR GATHERING OF ALLIES

THE annual picnic of the employees of Messrs. H. Vineberg & Co., Limited, Montreal, makers of "Progressive Brand" Clothing, was held on Monday, July 24, at Ste. Rose. A special C. P. R. train was chartered to carry the merry picnickers for their holiday.

The day was fine and warm, affording the picnickers a splendid opportunity to enjoy the cool breezes of the river surrounding the picnic grounds.

The programme was varied with sports and dancing, excellent music being furnished by talent amongst the employees themselves.

Some very valuable prizes were given by the firm and by friends of the firm including the neighbors in the Vineberg Building.

After the sporting contest Mr. Vineberg addressed the merry crowd thanking them for their united efforts in making the annual picnic such a joyous event, and for the perfect harmony existing in the establishment.

"It is this harmony and spirit of good fellowship of English, French, Italians and Russians all working together under one roof in perfect peace and with one object in view that will make for universal peace and perfect civilization. One is forcibly reminded by this scene of the great entente composed of the same nationalities now fighting on behalf of civilization and peace. Indeed," said Mr. Vineberg, "were it not for the gallant boys fighting in the trenches, this joyous event or any other enjoyments indulged in by a free people would be an impossibility."

The Drydienic French coat made by L. Nedas, of 112 Cannon St., London, is made from a fine twillette in regulation khaki shade, and is inter-lined throughout with a light weight fabric absolutely waterproof and which also is free from tendency to crack. This line is experiencing a very large sale in England, according to word received from this house, which, of course, is doing an exceedingly wide business in military lines.

The Queen Tailoring Co., Stratford, has secured the contract for making 12,000 pairs of khaki pants for soldiers. A great quantity of material has been secured for this order and the plant will be kept busy, with all available help, for a long time to come.

Hamilton Carhartt, Jr., of Detroit, was in Toronto last week, discussing business matters with Mr. Fell, manager of the Toronto plant.

ALFRED WOOD

Vice-president Semi-Ready Limited, who looks after the publicity and selling of semi-ready tailoring in Canada, and who has personally written and prepared every Semi-Ready advertisement for the past ten years. Mr. Wood was the owner and editor of a daily newspaper before entering into manufacturing life.

ALFRED WOOD.

Information has been received that Samuel Jagger, English director of Hobberlin's Limited, has been appointed by the West Riding of Yorkshire County Council one of four to represent that body on the representative committee for the Co-ordination of Textile Instruction and Research recently appointed by Leeds University and largely subsidized by the Government.

The chief object the committee has in view is to provide substitutes for the German dyestuffs, the lack of which has so handicapped the woollen industry since the outbreak of the war. The importance of this work cannot be over-estimated.

The Dale Wax Figure Company, Toronto, has just opened offices and show rooms at 144 Bleury St., Montreal, this for the better accommodation of Montreal and Quebec Province customers. Mr. Dale was in Montreal recently making these arrangements.

LOW GRADE SUITS GOING--GOOD QUALITY THE THING

The Old $7.50 Line Practically Off Model—Special Order Business Booming — Cloths Much More Plentiful, Though Novelty Patterns Are Scarce.

THE low-grade suit is to be pretty well taboo this Fall and Winter—more so even than a year ago. At present cloth prices it is simply impossible to make a suit for say $7.50 wholesale, which will give satisfaction, and many manufacturers are realizing this, and are making nothing below say a $12.00 wholesale price.

That this course is wise is indicated by orders already being received from retailers. They, after feeling out the situation, have very evidently decided that their customers want clothing which possesses real worth, and are willing to pay a larger price than formerly for such clothing.

Good Year for Specials

This tendency to pay more for clothes shows itself especially in orders received by the special measure departments. This branch of the clothing business seems certain to be very big this Fall, and the very cause of its largeness is closely related to the demand for good clothes, even if the price which must be paid for these is high. Men's wear dealers are not anxious to stock too largely suits of the highest order—this perhaps because they do not wish to tie up the necessary capital. Hence they are pushing the special measure suits, and already the orders being received indicate that splendid headway is being made. Suits from $30.00 to $40.00, retailers price, are being largely bought.

It is interesting to note, moreover, that some of the large orders for these high-class suits come from farming districts. But, as one dealer who knows farmers well, states, "that's not so strange after all. The farmer, more than any other man, perhaps, likes to get value for his money. It isn't so much a question of price with him as one of value. Now he can see that a good price must at present be paid to get the kind of clothing which will give satisfaction, and he evidently has the money necessary to secure such clothing and is willing to make the outlay.

Some Interesting Figures

An indication of the advances being made may be given by quoting some figures of manufacturer's prices.

The $7.50 suit before the war was sold at $8.50 last year and now is pretty well abandoned, its place being taken by a $12.00 line, which, however, is better made so that the advance cannot fairly be all attributed to cloth advance. The canvas used, the hair cloth and the lining are all of better quality.

The old $11.00 suit is now selling at $15.00.

The $15.00 suit is now $18.00.

The $21.00 suit now goes at $22.50.

It will be noticed that the increase in the better grades is less marked. This is a general condition, and is one more reason which merchants might well advance to make their customers see the wisdom of buying the better grades—though it must be admitted that the smaller difference may be partially accounted for by a little reduction in the cloth quality.

Less Alarm re Supplies

It is interesting to note that the alarm as to cloth supplies has visibly subsided. Perhaps this is natural, since manufacturers, even allowing for delays, would now have received a good share of their orderings. It seems, though, also to be the reaction after natural alarm. It's a common experience that things never are quite as bad as we expect, or quite as good. As some wise old head once remarked: "I've had a lot of trouble in my life, but most of it never happened."

At the present time, indeed, there are manufacturers who have on hand more cloth than ever before—and they have blues, which only a few months ago were exceedingly scarce, and were expected to become scarcer. Said one manufacturer: "At the present moment I've got I suppose 50 per cent. more blues than I ever had before—good cloth too, with reliable dyes in a large number of pieces. How did we get this large supply? Well, we ordered very largely, expecting to be held on many deliveries. More cloth has come through than we expected, that is all. We're not complaining, far from it, but we are surprised."

Another manufacturer reports a somewhat similar state of affairs, but he says only the staple cloths have come in so satisfactorily—that the novelties are very scarce.

Brown Mixtures Scarce

A rather general state of affairs, this, Men's Wear Review learns. Brown mixtures in Scotch tweeds, and similar lines, are particularly short. But after all these are war times, and merchants should not find it a great hardship to get along with a somewhat narrower range than ordinarily.

Vexed Labor Question

But while the cloth situation has eased somewhat—not in price, but in supply—the labor question is still vexed. Of late, more men have been applying for work, but unfortunately they are the poor men—the workers who are taken on to complete some rush job, and who are let go

(Continued on page 60.)

OTTAWA STORE BRANCHES OUT

"Time to go Out After Big Business is When the Other Fellow Cries Ruin," Says E. R. Fisher—An Increased Turnover in Every Department—A Man in Khaki Still Has to Spend Money on Men's Wear.

"MR. FISHER, a prominent men's wear dealer in Ottawa, is branching out and enlarging his business, taking possession of new and more commodious premises to help him. Mention of this has already been made in Men's Wear Review. The writer has been in Ottawa recently and asked Mr. Fisher why it was that he was branching out in war time, of all others. His answer was interesting:

"The best time to go out after big business," said he, "is when others cry ruin. There is a certain element of risk in making any fresh move in war time, but there is just as much risk in remaining in business. When the war came along and this disintegrated business to such an alarming extent, there were not wanting hundreds of prophets to say that Canada was going to the dogs and that business would be blown sky high. The general public for a full year after the outbreak of war were conservative in their buying and trade suffered a shock. But that it was any setback so awful as was predicted is not a fact. Now, after two years of war, I have found that my business is on a better footing than ever. The month that has just closed was $4,000 ahead of last year in increased business. This is significant inasmuch as July of 1915 was itself ahead of July of 1914.

"On the whole year which ended on July 31, I am $50,000 ahead of the year before. I think in this year upon which we are just entering in our new premises, we will have a turnover of $150,000. The reasons why I am branching out at this time are contained in that last sentence there, which mentions my increased business this year of $50,000."

"How has this increase been made up?" Mr. Fisher was asked. Has it been done in all departments, or have you specialized in one or two departments securing increased revenue there particularly?"

Steady Increase All Round

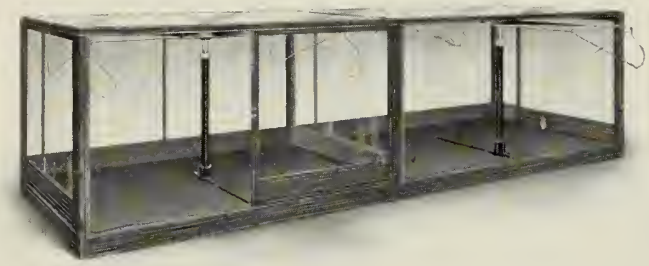
Mr. Fisher's reply was that all departments had shown a steady increase during the past year.

"Although so many men have gone to the front from Ottawa and surrounding district," said he, "our business in lines such as suits and accessories has grown rather than declined from the amount done last year. This is significant and it means one thing. It means that though there have been some thousands of men go to the front, those who have remained at home have been in a spending mood and have made up in part for those who are in khaki. It means too that those in khaki have not become altogether a negligible quantity. Although they have doffed civilian clothes and donned the khaki, they have nevertheless still purchased different things in a men's wear store: warm underwear for instance, hose, extra shirts, with such little things as belts, lanyards, puttees; all these have been purchased in large quantities by men in khaki. I am referring now more particularly to the men in the ranks. As far as our office business is concerned we have done a big business in uniforms and our business in these at present is more than at any time since we ventured along that line. So that although so many men have gone to the front we have numbers in khaki who still come in and buy requisites other than the Government gives them.

"And we have deliberately gone after the men who are not in khaki, the men of maturer age, and, finding them in a mood to spend money, we have catered to the idea and systematically got a good deal of business from them. In these ways we have made up to a large extent the loss occasioned by the departure of so many to the war.

"My plans for the future, based on moving into the larger store, are founded on an expected extra turnover. I hope to have at least a turnover of $150,000 this year, and $200,000 in 1917-18. In 1919 I hope to reach a turnover of a quarter of a million dollars. These figures sound big, but they are attainable. People may be inclined to laugh at high ambition, but it doesn't damp my ardor any.

"My own opinion is that business will remain good for some time; not only until the end of the war, but for a period after the war. This has been the general experience with wars and although the present mix-up is on a larger scale than anything ever before, I do not see why the rule would not apply. At any rate I am basing my calculations on that.



One of the Display Cases installed in the furnishing department of the Fisher Store.

Several New Departures

"We expect to have much more room in the new store and we shall then be able to handle things which we have not been able to touch so far. We have never done anything with shaving tackle. It will be a regular department with us in our new store. We shall handle safety razors, and all kinds of soaps and powders, and requisites for shaving. We shall have another department which will handle things like linen bags, bath towels and that sort of thing. These are lines for which I have been asked again and again in the present store, and for which enquiries have become, year by year, more and more frequent. But we have never felt that we had the room to give display to these smaller things in our present store, and in our new store we are having a department which will take care of those new accessories, some of them new departures for a men's wear store.

"It will take a staff of about fifteen to man the new store. I figure on getting four or five extra men. This, just as the occupation of the new store, means added expense, but just the same I think the move will be abundantly justified. There is no doubt in my mind but that now is the psychological time to take a chance. I am simply basing my conclusion on the experience of the last two years and I feel confidence in myself and my selling organization, and in the saner and the better basis upon which business in Canada now is. These things put together, I feel that there is every reason to look forward

to doing a much larger business in the years to come, under better conditions, than has been the case in times past."

The store to which Mr. Fisher is going will certainly be one of the very finest in the East. Mr. Fisher is enthusiastic as to its superiority over his present establishment. The fittings are to be especially fine. Modern unit racks for clothing and hats, dignified in their quiet paneling; drawers for shirts; latest of display accessories; glass index drawers for smaller wares—all these will combine to make an exceedingly attractive store. Circassian walnut will add the note of richness and solidity. Unit tables are to be used in profusion. The new store promises to be a real addition to men's wear men's establishments in Eastern Canada. Its thorough equipment, Mr. Fisher feels sure, will have much to do with securing the increase in business to which he looks forward.

It is this style of Clothing Cabinet w hich enablcs Mr. Fisher to display an unusually large stock, in very convenient manner.

LOW GRADE SUITS GOING

(Continued from page 58.)

first, when reduction of staff is necessary. These floaters do not bring real relief to the manufacturer, and generally the policy is being adopted of having these men work a half day to show what they can do, before their rate of wages is settled.

All indications are for a fine Fall and Winter clothing business. The men have the money, and are willing to pay for good clothes. It will be a season requiring careful attention from the merchant however; he will need skill to determine when to push special measure, and when made up clothes. He will have to estimate the price the customer can pay, and then select for him the best suit at the price. More than ever it will be a year when knowledge of human nature and of actual clothing values will have to move hand in hand.

HINTS TO BUYERS

TWO NEW COLLARS

THE Annual Fall Announcement of the W., G. & R. features two new collars—the "Strand" and "Brock" —two creations of exceedingly graceful and pleasing proportions. These collars are very neat and dressy in appearance. The outer folds are slightly rounded up in front; this improves their lines and at the same time prevents them from chafing or wearing the shirt. The points slope gently from the top, leaving sufficient tie space for the neat knot of the new cravat. These new styles are easily put on or taken off, and the band of the cravat never binds between their folds. "Strand" and "Brock" are twins—"Brock" being slightly higher. They are Canadian collars with a slight English accent.

A perspiration and rust-proof suspender, made in Canada, but sold largely to the South American countries. The buckles are of enamel. Model shown by the Dominion Suspender Company, Niagara Falls.

NEW DEVICE IN BOYS' BLOUSES

THE phrase "from mass to class" best describes the result obtained from the patented improvements made on boys' blouses, by the Williams, Greene & Rome Co. These blouses have a patented adjustable draw-string which allows them to be readily fitted to the large, stout boy or the slender, wiry lad with the same sized neck.

They are made in a variety of carefully selected color fast goods, in patterns to suit almost every taste. The blouses are evenly and neatly stitched, pressed and folded by the same experienced operators as make men's shirts. These blouses, besides having an unusually nice appearance, are made to give plenty of wear.

BIG DEMAND FOR SILK SHIRTS

THE W., G. & R. report the best season for silk shirts they have ever had—not cotton shirts with silk fronts (dickie fronts) which they do not make, but the real thing.

This is not surprising as men are earning the best wages they have ever earned and are spending freely and looking for better goods.

This firm showed a very handsome range of silks for the season just closing, ranging from a Twelve Momme Ivory White Untearable Habutai, which is a special with them, to the most beautiful color combinations, all of which they guarantee absolutely fast color.

It is fair to assume from last season's success that their range for the coming season will be even better.

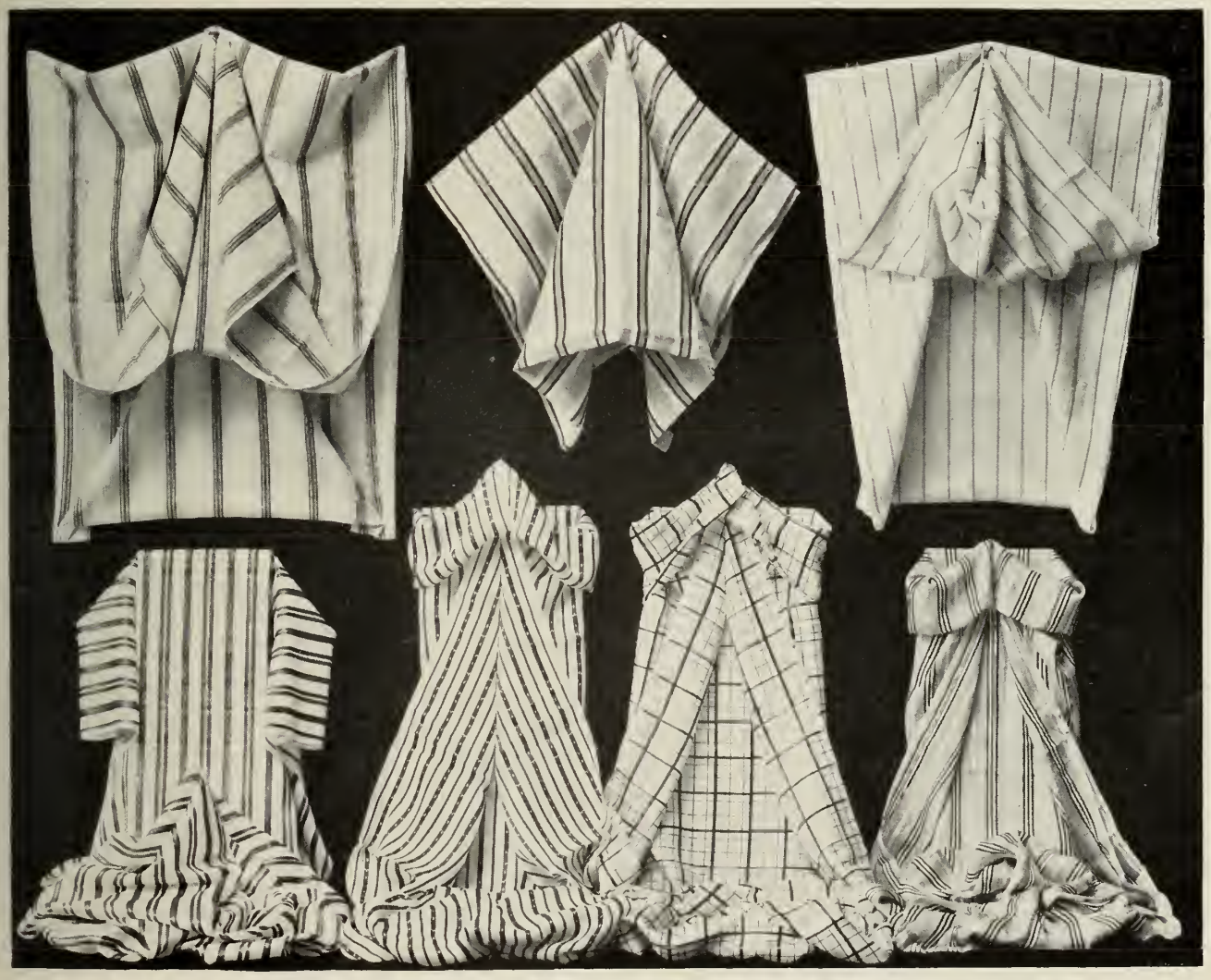
MORE EXPENSIVE SHIRTS GROW IN FAVOR

Silks in Demand — Surety Against Fading Makes Better Grades Especially Desirable Under Present Conditions—What of the Soft Collar—Will it Be Bought Through the Winter?

DUE to the dye situation, somewhat more than the usual amount of "returning," has been noted this season—that this "returning" of goods has not been an even larger factor is remarkable.

As a result of this one manufacturer has gone carefully into the question, and has this to say on short treatment.

"If care is used fabrics will neither shrink nor lose color. Ninety-five per cent. of the trouble caused the trade by having shirts returned to them by the consumer is due to improper washing. Our investigation proves that the best results and, in fact, perfect results in washing all materials will be obtained by using lukewarm water and pure ivory soap. It is only natural that a fabric mistreated will have short life, and while the mills to-day are doing the best they can in the manufacturing of merchandise and the manufacturers are delivering the



Some of the Spring Shirtings—these from the range of the John Forsyth Company.

best materials they can to the trade, a great deal of this unnecessary evil will be eliminated if the fact were brought before the retail trade that lukewarm water and ivory soap would greatly lengthen the life of all shirts, in fact, any material that must be washed."

A Weakness in the Remedy

The trouble with this suggestion, of course, is that not many of us wash our own shirts, and not many of us have wives who wash our shirts. Stand up all you Summer widowers who would even dare suggest such a thing.

No, our shirts go to the laundry—to the tender mercies of Chinaman or machine. They come back—usually—and we pay, and if the color has faded, well what is there to do about it?

Seriously there would seem to be just this to do. Get a more expensive shirt than in the days before the war. You, Mr. Dealer, might well recommend that course. Satisfaction lies that way. The cheap shirt, under present conditions, will sometimes fade. We have heard of no returns of the better grades.

Silks in Demand.

A big development has been noted along this very line. Silk shirts, for instance, have been going remarkably well.

On this subject another manufacturer says:

"We have every reason to believe that the coming Spring will equal the prosperity shared by haberdashers this Spring and Summer.

"The strongest evidence we can give to support this is the fact that man's buying power this year has lead him into the field of better quality garments. For instance, one of the strongest selling cloths this year was a high grade silk.

"Once a man gets into a real silk shirt he will have a strong desire to get back into it, and at his first opportunity will add to his personal stock of silks.

"The fact that men are beginning to learn the value of quality, dispels their former erroneous opinion that a high priced garment should be termed a piece of extravagance.

"The popularity of the better quality shirts will, of course, practically demand the elimination of staple patterns, for which reason we have prepared a larger range of novelties in designs strictly contrasting staples."

This maker also refers to the demand for expensive, and highly stylish shirts, which he learns from retailers is coming from middle aged men. The tendency to keep young is evidenced here too.

Sport Shirt Going

With September the shirt travellers will be going out, and it is interesting to note that they will again carry the sport shirt. But, it begins to appear, that this model has almost had its day. Doubtless it will sell in 1917, but largely in the cheaper grades. The sport shirt has fallen on evil days—perhaps because it was improperly used by many. It never was a shirt for street wear.

Much more popular, it seems, will be the double purpose shirt—the old outing shirt. Its collar is to have deeper points, but it will be pretty well the same, old, reliable, sought after shirt. The tendency is to make this with long sleeves and French cuffs. As this shirt is extremely popular with tennis players, however, there would assuredly be a demand for the elbow length sleeve.

Soft Collars More Popular.

Collars are an interesting subject just now—because of the generally adopted new price for one thing, again by reason of the growth of demand for soft collars. This increase in demand has been very noticeable this Summer.

Of course, the exceptionally hot season may have had something to do with this, but it does seem that Canadians are taking more and more kindly to this collar. In 1917 it should be an ever bigger seller.

Improvements, such as the reinforced with a haircloth strip, have undoubtedly added to the popularity of the soft collar as a Summer model. The question before the house now, however, concerns the likelihood of soft collars being much worn this Fall and Winter.

Will Be Worn in Winter

Here too, a gain in popularity seems sure. A good many men wore soft collars a year ago—with business suits. More will this year, because more have used the collar in the Summer and have been attracted by it. The business until next Spring does not seem likely to be large, but at least it will be sufficient to safeguard merchants who have bought with any degree of care, against being left with a dead stock of this line on their hands.

By the way collar factories are pretty well sold up—some oversold. This, of course, is due to cloth scarcity and labor conditions. The situation, fortunately, is not so serious that dealers seem likely to experience great difficulty in getting what they need.

DETAIL IN TROUSERS CONSTRUCTION

One of the prominent American manufacturers of clothing has adopted a method in the construction of trousers that is designed to give the proper hang to the garment under all circumstances. When the ordinary pattern is used, the man who has a large calf finds when he is standing that the trouser leg does not keep tight up against his shoe top. Instead, the bottom of the trousers hangs away from the shoe, giving an awkward appearance. This effect has been obviated by the simple method of fashioning the leg of the trousers beneath the knee, so that between the knee and the ankle there is a certain fullness that is taken up when the man is standing. This makes the cuff of the trousers cling to the back of the shoe top.

RADICAL ADVANCES IN U. S. UNDERWEAR

UNDERWEAR manufacturers in the United States are preparing minds of buyers for a radical price increase on Fall lines for 1917. Agents figure that men's standard cotton ribbed union suits, which last Fall were priced at $7 a dozen for the coming Fall season, will for 1917 be priced close to $8.50 a dozen, says a trade report.

One important underwear manufacturer whose goods for this Fall were being sold by jobbers at $8.50 a dozen has notified the jobbers to put a price of $10.50 a dozen on these ribbed suits for all further business. This advance merely represents the increased manufacturing cost in yarns, labor, etc.

NO MORE BLUE COLLARS

Another result of the dye scarcity is the great decrease in production of blue coated-fabric or waterproof collars, such as are in large demand by railway men and mechanics.

Manufacturers are unable to get any large supplies of the blue material necessary, and the stocks which they have on hand will not last more than three or four months longer. It seems there will be none of these blue waterproof collars on the market after October.

J. A. Gayethe, Redmond, Que., has erected a new electric sign, advertising the clothing he carries.

HATS and CAPS

CAP SALES BOOM, BUT HATS DON'T SUFFER

Reason Can be Traced to the Automobile—New Models Described—Good Range of Shades in Hats—Situation, Indeed, Has Eased Considerably.

WHY the increase in the demand for caps? And why is it that this increase is bringing no corresponding decrease in the demand for straws, in season, and felts the year round?

Interesting queries these, and the answer—but some of the house of Thomas may doubt if these things be.

Well, from what The Review learns in conversation with retailers and manufacturers, these truly are the facts. Caps are selling as never before, and hats are moving nicely.

One manufacturer of caps, for instance, stated only this week that his business already this year, is greater than the total business done in 1915. It is greater in number of caps sold, not only in money turnover.

And from what is known of business done by other Canadian manufacturers there seems no reason to think that this firm is taking trade from other manufacturers in the country. A somewhat similar state of affairs is reported on all hands.

True the addition of that 7½ per cent. war tax has made the task of American manufacturers, seeking a market here, considerably harder. Their sales in Canada have, it seems, been reduced.

True, also, fewer caps are coming from England than formerly—not because the demand for them is less, but because English manufacturers are very busy in other directions, and for the time cannot give to Canada quite as much attention as they would like.

Yet, considering all these things, from what men's wear dealers say it appears the actual demand for caps is considerably greater than a year ago—perhaps greater than it has ever been.

Auto Helps Caps

And the reason—well it seems to be found in the general prosperity of the country, and the consequent boom in the automobile industry.

Now despite speed laws, and watchful county constables, the speedometer on a car does sometimes jump past the 15 mile mark. Hats are liable to blow off, but a cap, very seldom. Hence a big demand for caps, to be worn not only by the driver, but by the other occupants, both male and female.

But speaking of county constables, a good story is being told round the Hamilton district which will bear telling here.

All those of you who own cars know that the Hamilton to Niagara Road is a great one for motorists, and some, will at times touch the accelerator, not wisely but too well. A short time ago a big car was coming along at a fair rate when the driver noted a man waving violently. Car stopped. Waver asked for a lift. He was accommodated. Hurried on his way, and asked questions regarding the country. Soon his point of disembarkation was reached, but as he slipped out he remarked. "Now young feller, you'll have to come along with me. You've been speeding." He was the county constable.

Women Want Caps Now

Getting back to the demand for caps by motorists there is this to note—that women and girls want caps. They get them, naturally, from the men's wear dealer, many of whom are finding it worth their while to carry the large sizes necessary to contain the hair—home raised—of these fair customers.

It is also to be noted that the male automobilist gets a cap for motoring, and other sports. Its possession does not in the least deter him from making other purchases of headgear. The cap is simply so much gained business to the men's wear dealer.

Moreover it must be admitted that the automobilist is usually a leader in his community—no matter how we may frown upon him as we jump deftly aside, though blessing him as he invites us for a ride. We must concede to the automobilist in general a large sphere of influence. When he wears a cap, why a cap goes up in the general esteem, and more caps sales result.

The New Models

Some very attractive models are about to be shown by the travelers who will be starting their trips when this issue reaches you. There will be some large patterns, but in the higher priced lines, especially is noted a tendency to quieter effects, in Donegal tweeds, Bannockburn tweeds, etc.

One attractive cap is a plain eight-quarter golf, made with lining or with taped seams—a good full shape it is, and the button on top is somewhat smaller than that used a season ago. This model has a leather sweat band—in fact this is to be found in the majority—perhaps—of the higher priced lines.

In felt it seems certain that the soft hat will again be very much in favor. Perhaps the automobile has had something to do with that too, but the fact remains that the hard hat has but a minor share of the general favor.

One splendid model, which will appeal to those liking a smart hat, yet one which is not extreme, has a considerably flatter set to the brim than earlier models—a general

tendency this, by the way. There is no braid on this brim, but a narrow underwelt. The crown is 5½ inches and the brim 2¼ inches.

Another model which will not appeal to those wanting something flashy, but which is sure to find much favor with others, is one with a somewhat elongated crown, and splendid front and back pitch. Its crown is slightly lower than models previously shown. This hat creases very naturally, and seems one to stand good steady wear. The crown is 5¾ inches and the brim 2⅝ inches.

More Outstanding Styles

Then, for the less conservative, there is a sunken crown telescope model, with 4½ inch crown and 2⅜ inch brim.

In the same breath might be mentioned a rowdy hat, made with a regular kettle brim, and the crown going up quite straight. This also has the sunken crown telescope.

These are Spring models, but the Canadian manufacturers have their blocks, and if dealers so wish, can make deliveries for Fall sales. No doubt many will take advantage of this, getting something fresh and attractive to attract a fine Autumn business.

As to colors—considering the dye situation—the range is remarkable. Green will again be very strong, some splendid shades being ready. among them moss greens, exceedingly effective. There will be browns too, and grey is sure to be a large seller. Blues—yes, there are blues—but this is not the big color. Perhaps it will not be the best color for dealers to push under existing circumstances.

United States Dyes Being Used.

It is to be remembered, though, that the dye situation has been considerably relieved. The United States firms which started experimenting and expanding after the outbreak of war, have made splendid studies. They are now selling very good dyes to those who place with them a three year contract. The majority of the Canadian manufacturers are gladly entering into such agreements.

THROUGH OTHER SPECTACLES

NEW TROUSER BUTTON

From the Toronto Star.

A sort of girdle, laced at the side, to which are attached buttons for supporting the trousers was considered by the International Custom Cutters' Association in convention at Cedar Point, Ohio, as a means of overcoming the difficulties that have beset tailors since they have been called upon to fit fat men who have discarded suspenders in favor of belts.

The members of the association in most instances seemed satisfied that the girdle is bound to win favor inasmuch as it cannot be seen when worn and insures support for the trousers that cannot be had from wearing a belt.

It was pointed out that the belt can be worn, but need not be drawn so taut as to be uncomfortable as is necessary in order to support the trousers when suspenders are not used.

"It brings back the days when mother used to dress us up in panties buttoned to a little waist," said George Benes, Cleveland tailor, as he inspected the sample girdle that had been presented for examination. "It's funny some one did not think of that before."

A CLERK'S SUCCESS.

From the Renfrew Mercury.

Now and again The Mercury has referred to the progress in the advertising field of John E. Kennedy, who as a young man was a clerk with the late William Egan in Renfrew, a quarter of a century or more ago, when the Egan store was where Mr. Pedlow now has his men's furnishing store. After removing from Renfrew Kennedy's talents were developed as a writer of advertising; and he has gone on from success to greater success. In August, 1914, he was asked by a Chicago advertising agency if he would undertake to write for them ten advertisements for a client for a remuneration of $2,500. Mr. Kennedy accepted. The client, it turned out, was Goodrich Tire Co. A contract for a second series of ten for $2,500 followed. Then he wrote three more advertisements for $750. Then the Goodrich Co. gave Kennedy $1,666.66 a month for twelve months to devote two weeks out of each month to writing their advertisements. And in April of 1916 Kennedy commenced to get $3,333.32 each month for two weeks' service out of each month. And in July Mr. Kennedy notified the Goodrich Co. that in August he would terminate the contract, as he was going to market certain tire accessories of his own. He would not be in competition with the Company at all, but wanted his whole time free for his own purposes. Now if Renfrew had only known what was in John E.'s brain when it had him, he might have made it a city long ago.

ADD BOYS' SCOUT SECTION

Goodwin's Limited, have added a Boys' Scout Section to their boys' furnishing department. This department had long languished in the basement and had received no especial attention. But now the stock has been moved up to the main floor and is prominently featured. It is stated by the management that this has not been done so much with an idea to direct profits as to indirect results. It was thought, and is now proven, that the featuring of such a very popular line attracts the boys and their fathers to the more profitable men's and boys' furnishing department, in view of the fact that all are now together. In addition it is thought that this campaign will capture the friendship of growing members of the community for their trade in future years.

SHOWS SHIRTS ON PEDESTALS

Max Beauvais, of Montreal, uses the upper half of an individual display case to feature shirts on pedestals; the lower half to show two diagonal piles of alternating colored shirting in the bolt. The display is striking in appearance through the very simplicity of the idea.

R. J. Tooke's, of Montreal, keeps a list of customers to whom they regularly mail shirt samples twice a year as part of the routine of sales boosting.

VALUE OF SEMI-ANNUAL SALES

J. J. Garland Says These Make Customers Realize That It Is Not Necessary to Go to Mail Order Houses for Fine Values—Marking Prices Plainly Builds Confidence

THE value of holding special sales, at established seasons of the year is emphasized by J. J. Garland of Garlands Limited, Portage La Prairie, who recently spoke with one of Men's Wear Review's traveling representatives along this line.

"We conduct two special sales each year," Mr. Garland stated. "One in January, and the other in July. We give real bargains. We advertise the sales well in advance, and now, after we have been holding these sales for a number of seasons, our customers know that real bargains await them at these.

"Regularly we use advertising space in the two local dailies, changing the ads. for each issue. The cost per year, runs up to a pretty big sum, but we know that we get results, and that newspaper advertising if properly looked after is one of the best forms of publicity a merchant can use.

"Before our big sales, of course," Mr. Garland proceeded, "we use a good deal of our advertising space to emphasize the sale, and the values which will be found there.

"But we don't depend entirely upon newspaper publicity to make all aware of the big values to be given. We send out circular letters to the farmers living in our locality, getting the names largely from the voters' lists. While the circular goes addressed to the farmer, we can tell that he often passes this on to his son, or to the hired men.

"In these circulars we tell the farmer frankly that we want his business—we at least want him to visit our store and give us a trial. When he visits our store it is up to us to make good all our claims regarding our service, reasonable prices—equality of goods. We always make it clear to customers that we want them to be satisfied and if they are not satisfied in every way we want them to come back and let us know. Emphasizing this creates confidence. Men frequently do come back with petty complaints but we are glad they do. When they come we can fix matters up with them and they will continue to trade with us. We never hesitate to satisfy a complaining customer even though we have in remote cases to stand a loss. We stick as closely as possible to trade-marked goods, provided, of course, that we know the line to be a dependable one. Dependable merchandise will go a long way towards building up a permanent profitable trade.

The last sale held by this firm proved one of the most successful, due, no doubt, in large measure to the fact that farmers had the money, having last year had an exceptional crop at exceptionally high prices. The increased buying power of the farmers has much more than made up for the trade lost through so many men volunteering.

Another point Mr. Garland makes, attributing to it a good measure of the success attending the semi-annual sales as well as the daily business of the store. Price tickets showing the cost of goods in plain figures are always used. This makes the public feel that the store is not afraid to have its values compared with any—either mail order house or local competition. It builds for confidence. It does what the special sales are intended to do—establishes in the minds of the store's patrons, and of all in the neighborhood, that it is not necessary to go elsewhere for splendid values.

Being found guilty of robbing the Grafton Co.'s store, Woodstock, Stephen Chrnock, a member of the Hamilton Mounted Rifles, was sentenced to five years in Kingston Penitentiary. He took from the store a large number of suits.

Surely the merchant who inserted this advertisement must have been sorely tried:

Wanted--Manager for Tailoring and Outfitting; must have some claims to common honesty and decency; no foul-mouthed, brazen-faced scoundrel need apply. Apply Box A1, "News" Office, Ripley.

Be Loyal To Your Own Community

MEN'S WEAR

Our New Spring and Summer Outfitting is Ready

Be Loyal To Your Own Community

ONE KIND OF A MAN

Will go into the New Season with last seasons shabby clothes, with a dusty hat and with a hang bearing and a menial drag to the whole of him

THE OTHER KIND OF A MAN

Will be on deck with his joyous face turned toward the morning sun, stepping out with a new suit of clothes, a new overcoat, hat, choice spring toggery, a flower in his buttonhole, and the corner of his mouth turned up! Be the "Other Kind of a Man"

We're at the Service of the Man Who Cares About Good Clothes

If It's New We Have It

GARLANDS LIMITED

One Price Clothiers

One of the advertisements run by Garlands, Limited. Copy is changed daily.

NECKWEAR

SOME CHRISTMAS PATTERNS ALREADY SOLD UP

Advice of Last Month, to Buy Holiday Neckwear Early, is Given Greater Point—A Word on Styles Here and in the United States—Plain Blacks Will be Needed.

LAST month the advice was given to order Christmas neckwear early. The passing of the weeks has made this advice seem more sound, for already—early though it is—manufacturers are sold out of some patterns.

These are peculiar days. Silk scarcity, and badly delayed deliveries mean that many good patterns are obtained only in limited quantities. These are the patterns which are quickly snapped up, and the merchant who waits will have to chose from the discard. His chances of getting a winning hand will be materially reduced.

True manufacturers are getting shipments all the time, and from now until December they will be sending out new numbers; but after visiting the show rooms of practically all the big neckwear houses of Canada, Men's Wear Review is convinced that the selection right now is wider than it will ever be this year. Cancellations—we say it again—will very much more than offset the new numbers.

Buy in September

Hence, if you want the best for your Christmas trade, and what merchant does not, place your orders in September. Let the other fellow associate with that historic character who consorts with the hindmost.

Speaking of Christmas neckwear naturally brings to mind the woman buyer, and her peculiarities.

It's a strange thing that a woman, endowed with much greater artistic taste than the average man, has—generally speaking—abominable taste in ties. You've noticed it. Being human you probably stock ties which you feel will please the ladies. You may know the tie won't exactly tickle the recipient of it, but you're there to supply what's wanted.

How many times some mere man has looked with amazement and amusement on some tie picked for him by sweetheart, wife or mother.

But why is it? Some attribute the choice of women to her artistic taste. She's looking for something pretty, and judges by what would be pretty in a dress. But a pretty dress doesn't necessarily possess the qualities which make a handsome tie. The man wants, in his neckwear, something manly. Something which sets off the rest of his apparel. Men's tastes, too, vary, but the man still remains a better buyer of neckwear than women.

What Can the Dealer Do?

Perhaps there's educational work for the men's wear dealers here. You may be able to lead the ladies—who more and more (God bless them) are becoming customers of the men's store—to an appreciation of what men like. It wouldn't be wise, assuredly, to press your opinions too far; but after all many women are sweetly reasonable, and the word of advice, properly spoken, might do much good.

Manufacturers are still encountering serious difficulties of production, entirely aside from the scarcity of material.

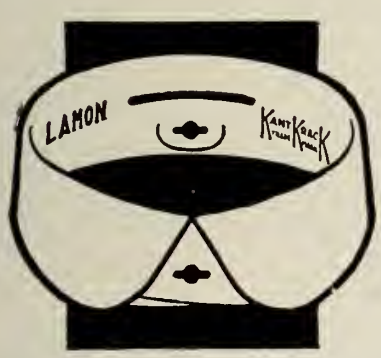
A Persian effect, with bold figures and solid bars—one of the distinctive Fall lines being shown by the Niagara Neckwear Company.

One manufacturer has had his output reduced, just when he would like it to be augmented, by girls taking holidays. He can't stop them. In ordinary years, yes, but not now. They'll go elsewhere if he urges them to work now and take their vacation a little later. There's nothing for it but to smile, and to persuade those who remain to do a little right work.

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

KANTKRACK

Grant—1¾ ins., sizes 12 to 18½



Lamon—1¾ ins., sizes 14 to 19

Forrest—2 ins., sizes 13 to 17

Coated Linen Collars are unknown to the bargain table.

They give the dealer a fair profit, and give the mechanic, the farmer, the automobilist, the boy, the most serviceable collar in the world. A collar which has the style of the laundered kind, and its own peculiar durability and easy cleansing features.

A fine hot weather collar. It does not wilt.

Send your order to-day for a few dozen KANTKRACK collars and rest assured that your investment will be fruitful.

In selecting KANTKRACK collars you know that though your competitor may have KANTKRACK collars he cannot cut the price. KANTKRACK Collars sell at 25c each.

They are made in Canada and made in *"one grade only, and that the best."*

Order by the three K K K

THE PARSONS AND PARSONS CANADIAN COMPANY

Makers of the Famous KANTKRACK *Coated Linen Collar*

HAMILTON, CANADA

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

If any advertisement interests you, tear it out now and place with letters to be answered.

A Criticism.

The question of shapes is still a vexed one. One manufacturer, speaking of the big styles some are turning out, has a word for the dealer:

There is no difficulty for manufacturers to give such shapes on silks that cost from 50c to 60c a yard, whereas manufacturers who pay 75c to 85c per yard cannot produce shapes of this size out of good silks. The great majority of retail buyers do not look at the quality of the silk; some of them do not care a hoot about the quality so long as it is an effective pattern and will look well in the window and they can get 50c for it, then the poor consumer suffers. It is a great pity because it has the tendency to demoralize the neckwear trade in Canada.

"Some buyers," he continues, "look for quality that will give the consumer decent wear and will not crease up and look shabby after being worn once or twice."

A little self-analysis is sometimes a good thing, and perhaps each reader might well ponder on which class he is in.

Smaller Shapes in Demand

From the United States—whose tie styles undoubtedly have a great influence on those made in Canada, though the Canadian manufacturer turns out a product which is far from being behind similar priced goods made across the line—comes word that the smaller shapes are daily gaining in favor, and this not alone in the cheaper ties, but in those made to retail at from $1.50 to $3.00. The broad, bulky shapes, it is said, are not suitable to the present style collar, and are therefore losing ground. This is an opinion received from retailers, not from manufacturers who, perhaps, might be considered to have an axe to grind.

Are Bows Gaining in Favor?

Also there is reported from the States a continued demand for bow-knot ties. There are still being made in foulards and failles, and evidence a growing tendency to wear bat wings the year round. A somewhat similar state of affairs is noted here, yet the bat wing trade is—and for some time will be—but a fraction of the tie business.

Solid colors and the ever popular polka-dot are being much sold in the States, and from there comes word of a strong demand for plain colors—a class of tie which unquestionably looks well on many men, especially when relieved by a scarf pin. Stripes, figures, spots, two-tones and all-over effects are also being shown for Fall and Christmas business. Japanese traceries too, are quite to the fore.

A fall model of punked faille with satin slip band. Shown by Tooke Bros.

The Need for Black

There is a present day condition which merchants would do well to remember when ordering—that is the demand for plain blacks. We aren't doing much mourning for the soldiers who are making the great sacrifice. We're too proud of them, perhaps. But a black tie is a very proper mark of great respect, and it's all too true that many are now being worn, and that many more will be needed.

A FALL MODEL.

One of the Fall Borsalino Models being shown by Anderson-Macbeth. This hat is being offered in splendid variety of styles and color, and war conditions do not seem to have reduced the quality of workmanship and finish in the least.

A Fall "King" Model.
From the range of Anderson-Macbeth.

The heads of departments of Goodwins Ltd., Montreal, recently presented W. H. Goodwin, the managing director, with a chest of silver table cutlery on the occasion of the 25th anniversary of the wedding of Mr. & Mrs. Goodwin.

SILK REEFERS

WITH FRINGED ENDS

Just received from the looms in Switzerland THIRTY-SEVEN designs, each in four colors.

Just what you want for Xmas selling.

$16.50 and up.

These ideas were specially woven to our order, which took eight months to produce and are absolutely controlled by us.

$16.50 and up.

These Reefers are very rich and attractive and being distinctly different from the ordinary, appeal at first sight. Our salesman now showing the full range. Be sure to see them.

E. & S. CURRIE, Limited

Largest Makers of Neckwear in Canada

Toronto

FOOTWEAR DEPARTMENT

SUGGESTION FOR WINTER SHOE TRIM

The One Illustrated Drew Large Crowds and Moved Heavy Stock of Hockey Shoes — Such a Trim Stimulates Other Sporting Lines, Such as Sweaters, Hockey Gloves, Stockings, Etc.

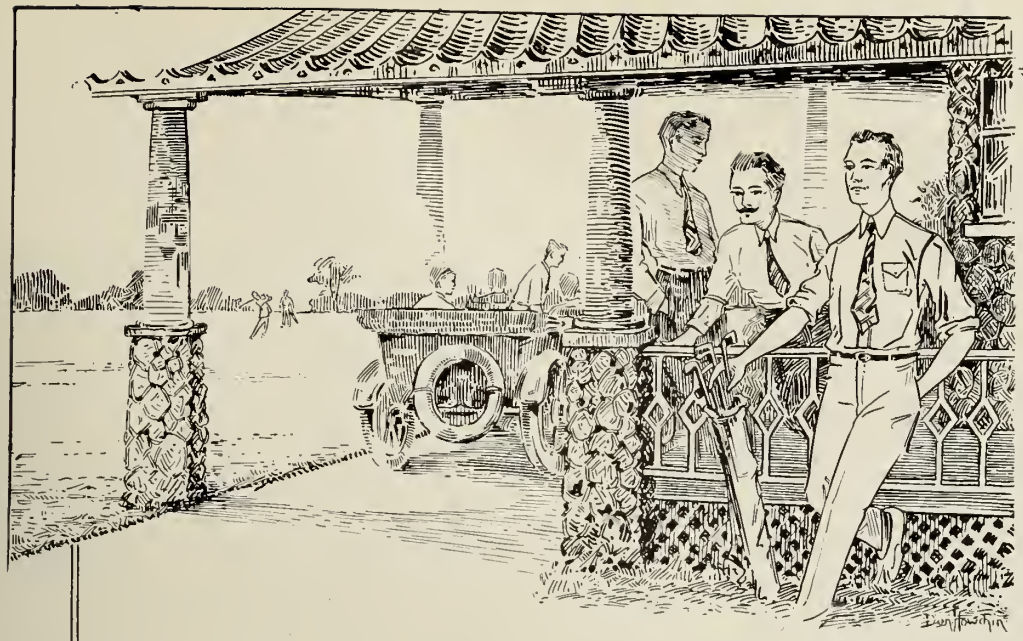
Makes one think of Winter and the need of hockey boots with all other out-of-door necessities.

IT won't be long now—not at all long—before winter goods require attention; and now unquestionably is the time to plan some business-bringing winter trims.

What could be better for those who handle footwear than a trim of hockey shoes. They have the advantage of bringing profits from their own sales, and suggesting other purchases—sweater coats, mitts, stockings and the like—which mean other profits.

Herewith is shown a hockey shoe trim which proved a winner. It was arranged by Edwin Oehmig, of "The Boston," Rossland, B.C., and of the trim, which is herewith illustrated he has this to say:

The sides of the mirror at the back were covered with white cotton flannel, to overcome the appearance of plainness. This was folded in six neat pleats. The icicles were cut out of cotton batting and were treated with borax, a



See the new range of

Dufferin Shirts

Outing Shirts, Sport Shirts and Reversible Collar Shirts.

Exclusive patterns and snappy, up-to-the-minute styles that appeal to the most particular dresser, at prices that keep them moving—that is the splendid selling combination embodied in our New Season's offering.

Ask to see our samples of Night Shirts and Pyjamas, House Coats, Bath Robes, Lounging Robes and Flannel Shirts.

You will be interested in our values.

THE DUFFERIN SHIRT COMPANY, LIMITED
914-916 DUFFERIN STREET, TORONTO

EMPIRE MADE

A NUGGET OF PROFIT

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

There is a good profit for you.

The Nugget Polish Company
LIMITED
9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

QUEBEC - - - - R. E. Boyd & Co., Montreal
NOVA SCOTIA - - Arthur Fordham & Co., Halifax
NEW BRUNSWICK - - - C. A. Munro, St. John
BRITISH COLUMBIA - J. Leckie Co., Vancouver

The Lace Goods Co., Ltd.

Importers and Manufacturers' Agents

MEN'S HANDKERCHIEFS

We Sell Them—the Right Kind

KHAKI HANDKERCHIEFS

All Qualities Now in Stock
75c., 95c., $1.10, $1.45, $1.85

Mail Orders Receive Special Attention

The Lace Goods Co., Ltd.
Empire Building ∴ Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

small quantity being dissolved in water and the cotton dipped in this. The icicles were then allowed to dry and were then re-dipped in Green Diamond Dye, thus giving them quite a natural appearance. Those adopting this suggestion should be sure to allow the dye to cool before using. The foliage noted in the left hand corner was some that had been badly faded and of little value as it was. This I painted white, using Alabastine. Then I treated this with a liberal quantity of Diamond Dust, giving it the appearance of being covered with snow and frost. The electric light shining on foliage added greatly to the effect.

The stars were cut out of cardboard and silvered, then glued on the mirror which then made an ideal sky. The moon was cut out of cardboard and air-brushed a bluish green. The lower part of the mirror was painted white to represent a snow drift.

In the centre of the case placed on a revolving stand was a miniature skating pond. This was cut of wall board and covered with white flannel on top of which was placed a piece of glass to represent the ice badly cut up. The edge was outlined with cotton batting.

As you will notice there are five little Indian dolls in the act of skating. The stand was then made to revolve at just the rate a person would skate.

Hockey sticks and accessories were borrowed from a sporting goods store. To lend a little color to the display three pennants were used, two of them green and one red.

This display drew such crowds that it was with great difficulty that we were able to get a photo taken.

For the benefit of decorators who do not know just how much time to give in order to get a good photo, might say that I always allow twenty minutes. A person passing or even standing in front of the object being photographed will not spoil the picture provided that they are not allowed to stand in front of same for more than two minutes.

Actual cost of material used in display was one dollar and twenty cents.

VALUE OF CONTRACT TO SUPPLY CIVIC SERVANTS MEANS OPPORTUNITY TO BUILD

PROBITAILLE, of 397 Notre Dame W., Montreal, has developed a unique advertising scheme, for this is the name he gives to the contract he has for supplying the city police and firemen with shoes. To use his own words: "The contract to supply the 1,700 pairs of shoes required by the city in a year is not a direct revenue producer, but an indirect one—yes. Retailers appreciate this contract so that competition has reduced the contract price to the point where there is a straight loss of 5c on every pair handled, but at that it is very cheap advertising and puts the store in direct touch with over a thousand men and their families.

"I had the contract four years ago and credited the account with $6,000 in increased sales, so that this year I under bid the manufacturer's price in order to get the contract and secure the opportunity to add to the popularity of the store.

"The contract is placed with a retailer in order to allow of the proper fitting of the men's feet—a thing the manufacturer could not do conveniently, and the thing a retailer is most anxious to do, as it brings men into the store on city business and establishes a connection which means he will almost surely do his own extra buying here and will perhaps immediately buy the family's shoes here—also the other lines required by the family which we sell."

SUBSTITUTES IN ORDER NOW—SHOES AMONG LINES AFFECTED

A LARGE American rubber company announces that it has perfected a composition substitute for sole leather which will revolutionize the shoe and possibly the whole leather industry. This development is in line with the rapidly increasing number of substitutes that are appearing on the market, and which in many cases are superior to the article they displace as in the case of wood fibre trunks, which are not only cheaper, being only one-third the cost of leather and which are said to be more durable than leather or other expensive material.

The list is inexhaustible: white canvas pumps have almost entirely replaced buckskin. True, they were on the market before, but were generally regarded as inferior and unworthy of an exclusive trade. But people have been forced to their use by the prohibitive cost of buckskin and have been surprised to find them eminently satisfactory.

Silk gloves have, to the extent of the available raw silk material, replaced the fancy French and Italian kids and suedes. Shirts are made of two-thirds cotton instead of all wool and are found to be quite as comfortable. Collars are now all cotton instead of linen, as in the case of the best ones formerly. Silk has largely replaced wool for a variety of uses.

It is the changing styles and conditions of the market that make this elasticity of the market and that will undoubtedly further foster it. Once started, a man who has hitherto bought nothing but the best, may develop into considerable of a shopper and discover in himself a penchant for having something "just as good."

OF A PERSONAL NATURE

The death took place in July of John Forsythe, of the Forsythe-Kimmel Co., Berlin, Ont., manufacturers of buttons.

Wm. Singer, of the Individuality Store, 36 St. Catherine street, Montreal, does a cash business, so has to develop the mailing list he uses by other means than charge customers' lists. He keeps a record of all addresses to which parcels are sent and goes over each new telephone directory.

The awning in front of Archie McGillie's store on Victoria avenue, Fort William, recently caught fire, likely from a match or cigarette dropped out of the window above. The firemen extinguished the blaze with a hand chemical.

N. J. Fraids' clothing and men's furnishing store, Cornwall, was burglarized recently, the thieves carrying off several hundred dollars' worth of goods. Entrance was effected through a window, a razor being used to cut the wood to which the iron bars were fastened.

PARTICULAR men who desire distinctive clothes are careful to select the dealer who carries distinguishing styles.

Leishman Tailored Garments for Men

attract the patronage of these particular customers—these style-fixers for their community. Men of discriminating dress are the most frequent purchasers of smart accessories to complete their smart appearance, hence securing their clothes trade means a double profit.

Our Special Made-to-Measure Department

enables you to satisfy the hard-to-fit class and our stock lines help you to win a hold on the trade of the man who prefers smart, ready-to-wear garments of good material, careful workmanship and smart style.

Write us to-day re our special order outfits.

Wm. H. Leishman & Co.

LIMITED

68 Temperance Street, Toronto

Makers of the Best Tailored Garments for Men

One of Leishman's Smart Styles

If any advertisement interests you, tear it out now and place with letters to be answered.

NOTICE TO DEALERS *Regarding* CEETEE UNDERCLOTHING

This season we received far more and larger orders for woolen underclothing than ever before in our history.

We are very much afraid, however, that it it will be impossible to fill these promptly—for two reasons:—

1st.—LACK OF RAW MATERIALS
2nd.—LACK OF LABOR.

In regard to raw material we might quote one of the largest spinners in the Old Country as follows: "Government orders come first, and everything else is subsidiary. The Government will see that we have sufficient labor and materials, etc., for their work, but ARE NOT PREPARED to go very much farther."

Now while we can get "Merino" wool, it is not of the quality we use for "CEETEE" and we will not lower the quality of "CEETEE" for any consideration.

In regard to labor—The making of "CEETEE" Underwear requires skilled labor, and we have lost a number of our skilled "CEETEE" knitters through enlistment, consequently many machines are idle. Years of training are necessary before a "CEETEE" knitter becomes proficient.

We therefore request our many customers to be patient and can assure you we will deliver as fast as possible and try to keep everybody going.

C. TURNBULL, *President*

C. TURNBULL CO. OF GALT, LIMITED

GALT, ONTARIO

THE JACKSON MANUFACTURING CO., CLINTON — THE BOYS' CLOTHING SPECIALISTS

OPERATING FOUR FACTORIES:

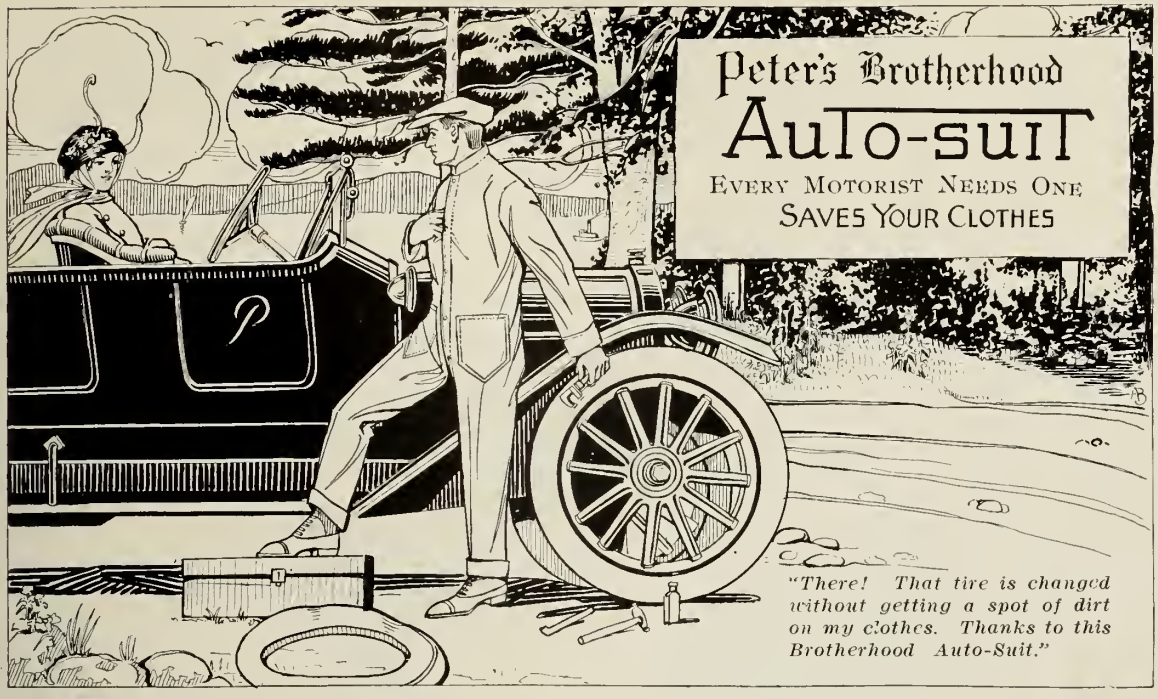
Factory No.	1,	Clinton,	makes	Boys' Suits only.	Established 1900
" "	2,	Goderich,	"	Boys' Odd Bloomers only.	" 1905
" "	3,	Exeter,	"	Cotton Suits and Bloomers.	" 1910
" "	4,	Seaforth,	"	Boys' Overalls and Rompers.	" 1916

Hundreds of the best Merchants from coast to coast handling our Line season after season is evidence of their appreciation of our efforts to make just "What the Boy Wants" and yield them a good profit.

Our representatives are now out for orders for Spring, 1917. They will show you a Special Norfolk Suit at $2.75 for sizes 24 to 28, and $3.25 for sizes 29 to 34; also a Bloomer at an average of Seventy-five cents, all sizes. You will be sure to buy it when you see it. It will be just what "The Boy Wants." It looks good, it will wear well and the price will be popular.

The JACKSON MANUFACTURING CO., Limited

CLINTON, ONTARIO


Peter's Brotherhood
Auto-suit
Every Motorist Needs One
Saves Your Clothes
"There! That tire is changed without getting a spot of dirt on my clothes. Thanks to this Brotherhood Auto-Suit."

Front View Auto Suit or Union Suit

Brotherhood Overalls

UNION-MADE

Brotherhood Auto-Suit

The First of Its Kind in Canada

Mogul Apron

Trade Unionists look for the *Union-made* label on nearly all their purchases. *Brotherhood Overalls* supply the demand for a union-made garment of dependable quality. WE SELL DIRECT TO THE TRADE.

We have eliminated the cost of selling to a minimum by curtailing salesmen's expenses and jobbers' profits. This enables us to give you a good proposition and your customers get a quality in overalls that simply cannot be beaten at the price.

The Brotherhood Auto-Suit is a winner. It is making rapid sales among motorists who are recommending it to their friends. The Brotherhood Auto-Suit is the first of its kind in Canada —give it a prominence and get the motorist coming to your store. The Brotherhood Line is complete, meeting all requirements for *Brownies, Smocks, Service Coats, Aprons* and *Machinists' Aprons.*

Let us send you a trial order of five dozen, or, if preferred, we will send samples, express paid.

H. S. PETERS, LIMITED, *Manufacturers*

WELLAND, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

The Reliable Berkley

Slip-End Tie

Makes a showing that attracts sales. Its smart appearance is augmented by strength and wearing qualities, giving it merit over all silk ties.

The **Berkley** retains its shape, cannot break, and will not stretch. All ends are matched, and only the best satin is used.

THE BERKLEY
Makes a Big Showing

The satisfaction and wear that the Berkley gives will bring continued patronage to your counter. We call particular attention to our range of *Ombries AND RAINBOW SATINS.* Our men are now out with a full range of Holiday Neckwear.

Send a sample order for assorted novelties and make a business-pulling display.

To Retail at

50c.

Crescent Manufacturing Company, Limited

MONTREAL TORONTO WINNIPEG
VANCOUVER CALGARY

OUR WESTERN SALESMEN:

Vancouver	H. S. Elliott
Alberta	H. R. Sutherland
Saskatchewan	L. M. Day
Winnipeg and Manitoba	G. G. Smith

If any advertisement interests you, tear it out now and place with letters to be answered.

If It's New We Have It

Sole Wholesale Agents for
CHRISTY & CO.
SCOTT & CO.
PEEL & CO.
HILLGATE & CO.
and many other famous Hat Manufacturers.

NEVER before has our warehouse been as well equipped as at present to take care of immediate needs. Our travellers are now leaving for their respective grounds with all that is best for 1917. We say "all that is best" advisedly, because our showing embraces nothing but what is up-to-the-minute in shape, style and finish.

We are contractors on military supplies to the Federal Government. Quotations for all kinds of military head-gear given on request.

See our values before placing your Spring order. They will certainly interest you.

Ansley Dineen Hat and Fur Co.
LIMITED

52 Wellington St. W. - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

The high cost of leather has made a good substitute necessary. We have found it in

DU PONT FABRIKOID
REG. U. S. PAT. OFF.

Heavy black leather cloth such as used in automobile seats. Looks like leather, wears like leather. Covered frame with neat brass lock and catches. Leather lined. Double handles. A high-grade bag and looks the part.

Prices: Size 16, $3.75 Size 18, $4.25
Size 20, $4.75

For Illustrated Catalog write Dept. M.

J. Eveleigh & Co.
MONTREAL LIMITED
"The Big Baggage Makers"

Branches:
Winnipeg Saskatoon Calgary Vancouver

"Craftana"
Registered No. 262,0

THE HALL-MARK OF
Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

THE wear best BRAND

We Believe in Smaller Profits and Bigger Business.

Therefore, you will find our values just a little better than the other fellow. Not cheaper clothing, but good clothing at better prices.

Young men's clothing is our specialty —all the latest models, Pinch-Backs, etc., in nobby fabrics as well as staple lines are in our Spring range.

See our salesmen. Write us for particulars.

The Wearbest Clothing Manufacturing Co.
149 Notre Dame St. West, Montreal

Sir Wilfrid Laurier's Successor
Will it be Mr. Justice Duff?

IN Toronto certain Liberals are pulling the wires to make Mr. N. W. Rowell Sir Wilfrid's successor. Farther East and farther West there is a "Duff Boom." Sir Wilfrid may lead his party through the next session at Ottawa, but after that—what? H. F. Gadsby discusses the Duff Boom in the September **MacLean's,** and in the October number will have another boldly written article, based on "inside" information, on "Ribbing Up the Liberal Party." Brisk reading this, for both Liberals and Conservatives.

Ships, and Ships, and Ships Yet Again

Canada is paying a very high price for the lack of adequate ocean shipping. In normal times the rate on wheat to Liverpool is 4-6 cents. This year the rate is 40-46 cents! This is just one of several examples given by Miss Agnes C. Laut, the brilliant Canadian writer domiciled in New York and writing on economic questions with rare vigor and information. Is it wise for Canada to buy ships at the present high prices? Canada could have the whole shipbuilding field in America to herself if she recognized her opportunity. Canada's laws permit a merchant marine and Uncle Sam's don't.

As a thinking Canadian you should read Miss Laut's remarkable article for its information and arguments.

How Infantile Paralysis Spreads

The Director of Laboratories of Rockefeller Institute, Simon Flexner, M.D., contributes a timely article, most readable on a subject of first importance. This in view of the incursion into Canada of this dread disease, and of its heavy toll of infant life. It will do you good to read this authoritative article.

Feeding the Travelling Public

Do you know much about the problem of the railways in feeding their patrons, on dining cars? Where the food came from, how stores are replenished, how meals are prepared, how table linen is kept fresh, and all that? E. A. Hughes writes interestingly on this subject in the September **MacLean's.**

Dr. The Hon. Ella Scarlett-Synge

—A Vancouver woman who started the Woman's Volunteer Reserve Corps—a movement designed to do the work of men in many lines of work in order that they—the men—may enlist. A sketch by Mrs. Arthur Murphy ("Janey Canuck").

A Canadian Who Saved Ypres—Major-General Turner, V.C., D.S.O.

A sketch of a South African veteran, who won the Victoria Cross and Distinguished Service Order in the Boer War, and who saved the day at Ypres—the present war—this according to the testimony of Sir Max Aiken. C. Lintern Sibley tells the story vivaciously.

Funk—A War Ballad, by Service

—A ballad by the poet of the Yukon, written, one may truly say, in the trenches of Flanders, and which tells in Service's own vivid and gripping style of the horrors and terrors of trench fighting.

Good Stories by

Arthur Stringer
Arthur E. MacFarlane
Alan Sullivan
Eric A. Darling and
J. E. Middleton

Review of Reviews—
The best things in the current magazines condensed for busy readers

Our Hope in the Balkans—The Discipline of Children—The Spitfire of the Navy—The Business of Being a Lady—Promises and Performances in International Matters—Lessons of the Battle of Skagerack—An Impression of the War—British Navy the Pattern for the German Fleet—Infantile Paralysis—Peace and Business Preparedness—The Dependence of China—Specialist in Human Misfits—Switzerland's Part in Relief Work—The War in German East Africa—German Inefficiency—Stephen Leacock On the Error of Over Specialization.

MACLEAN'S MAGAZINE is giving the Canadian people a distinctive *Canadian* magazine of the highest quality—a *clean* magazine, and so differing from many American magazines too indecent in the character of their stories to have a place in Canadian homes. As a true Canadian, you will find satisfaction and reward in reading regularly

MACLEAN'S MAGAZINE

15 cents per copy Get the September Number from Your Book Store or News Stand **By the year $1.50**

We have pleased over 1,000 customers during the past season, and we are sure that we can do likewise with twice that number for the coming season, with our new and latest creations in men's neckwear, which is now ready to be shipped for the Fall season!

		Per Doz.
Lot XX	—$2.00 seller, extra wide shape, open end, cut straight, made from the best heavy silks, with a slip-easy band, bar tacked, with a safety pin and diamond tack in both ends	$9.00
Lot X	—$1.50 seller, extra large shape, open end, cut straight, with a slip-easy band, made from good quality silks, bar tacked, and a safety pin and diamond tack in both ends	6.50
Lot AA	$1.50 seller, extra large shape, pure silk cravat, with a slip-easy band, and diamond tack in back; good quality silks	4.00
Lot AI	—$1.75 seller, extra large shape, silk four-in-hand, with a slide-easy band and diamond protection in back	3.25
Lot A	—$0.65 seller, extra large shape, silk four-in-hand, with diamond tack in back	2.75
Lot AB	—$0.50 seller, extra wide shape, four-in-hand, with diamond tack in back	2.50
Lot B	—$0.35 seller, extra shape, silk four-in-hand	1.90
Lot E	$0.25 seller, silk four-in-hand	1.75
Lot F	—$0.55 seller, bat wings, extra smart shapes and snappy patterns; made from extra quality silks	3.50
Lot D	—$0.35 seller, bat wings, smart shapes, good quality silks	2.60
Lot W	—$0.25 seller, bat wings, extra assortment of colors and patterns	1.75
Lot G	—$0.75 seller, fine accordeon silk knitted ties	4.00
Lot K	—$0.35 seller, fine knitted ties, good quality	1.75
Lot R	—$0.75 seller, extra wide reversible ties, made from pure silk Barathea, in assorted colors and plain black	4.00
Lot H	—$0.35 seller, reversible ties, in plain black only	2.00
Shield Tecks, extra assortment of colors and patterns; made from the best quality fancy silks		$1.25 and $1.75
Shield Tecks, plain black silk Barathea		1.50
Shield Bows, extra assortment of colors and patterns; made from the best quality fancy silks and plain black		.75
Shield Bows, plain black silk Barathea		$0.85 and $1.00

Men's Reefers, from $7.50 up to $12.00 per dozen.

Please note that all the above prices are strictly net. All the above goods come in assorted colors and patterns, packed in bulk. Our merchandise is ready to be shipped; order at once. A sample order will give you an idea of our offerings. We have no salesmen; you profit thereby. If not rated, state satisfactory references of the firms that you deal with in New York.

AMERICAN NECKWEAR EXCHANGE - Dept. C.M. - 611-621 BROADWAY, NEW YORK

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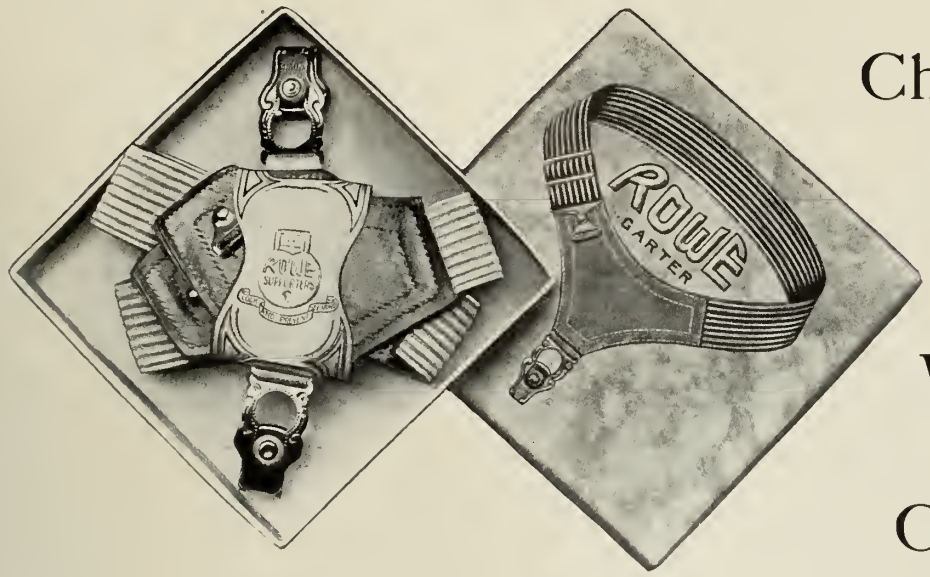
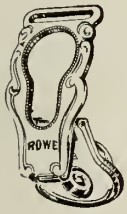


Christmas Boxes for Men Women and Children

They will sell fast for Christmas



(Note the sure-to-hold feature)

WE know that they will sell fast at Christmas because they are selling well now—to men and women and mothers. At Christmas they will be the exact answer to thousands and thousands of men and women asking the puzzling question:

What simple thing can I get for ———— that will please him or her, yet not cost more than 25c or 50c?

The feature of difference, of merit—the SELLING point—of Rowe Hose Supporters is the *Can't-Slip* locking device (See illustration). The *Rowe* is the one supporter that really locks, locks securer and absolutely prevents tearing. (See trade-mark illustration above).

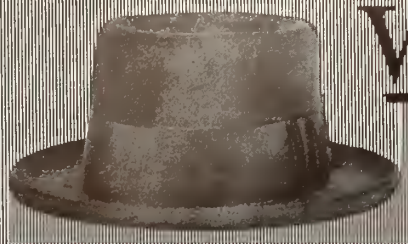
Note carefully: We can make immediate deliveries. We make all metal parts ourselves and so are independent of other manufacturers.

Made in a variety of colors, individually boxed, and retail 25c and 50c. Dealers prices, $2.25 and $4.25 doz. Send for sample pair—free.

Rowe Hose Supporter Co.
of Canada, Limited
400 Richmond St. West ∴ Toronto

Wolthausen

Winners



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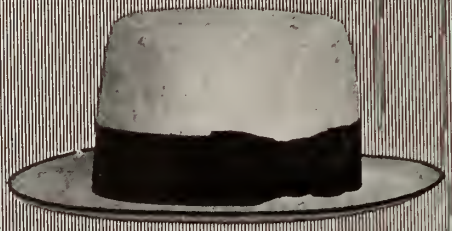

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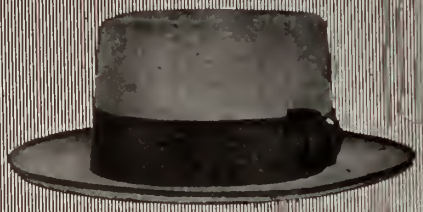

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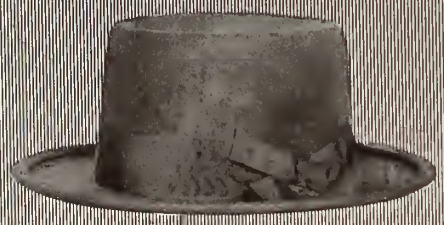

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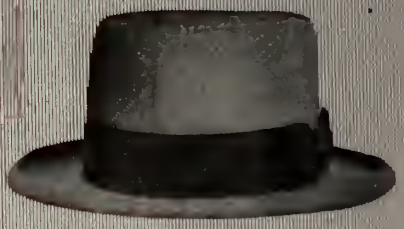


2690

Made in all Colors at $15, $18, $21, and $24

THE WOLTHAUSEN HAT CORPORATION
LIMITED
BROCKVILLE, CANADA

MONTREAL . . MAPPIN & WEBB BUILDING
TORONTO - 28 WELLINGTON STREET WEST

Gardner's "Good Clothes" have the stamp of superior fit and finish

The acme of STYLE, FIT AND WORKMANSHIP is clearly evident in every Gardner Model. Elegant style, variety of attractive patterns, high-grade materials, and superior finish.

We are specially featuring for Spring 1917

NEW PINCH BACK SUITS AND OVERCOATS.

SKELETON SUITS FOR SUMMER WEAR.

MEN'S REGULAR SUITS AND OVERCOATS in a variety of styles which we have perfected to suit all trades of the various Provinces.

Despite war conditions and the abnormal advances in raw materials, *we have anticipated our full requirements* and are in a position to execute all orders for immediate and *Spring* deliveries *at values and prices fully equal* to what we have given the trade in the past. Notwithstanding the serious shortage of Dye Wares, our Range includes colorings as brilliant as heretofore shown.

Samples of all these lines will be in the hands of our Salesmen after Sept. 1st. *We bespeak an inspection.*

B. Gardner & Co.

Makers of "Good Clothes"

MONTREAL

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J. A. HAUGH MFG. CO. LTD.

In Unity There's Strength

This applies just as well to business as the co-ordination of forces of various nations. The combined strength of the manufacturers of "Arm and Hammer Brand" Shirts and Overalls and "Haugh Brand" Trousers and Duck Clothing gives you service and values that cannot be excelled.

Be sure to see our samples.

J. A. Haugh Mfg. Co., Ltd.
658 King Street West TORONTO

This New Model Will Help to Sell Boys' Clothes

This is a new

DALE FORM

that enables merchants to display Boys' Clothes more attractively. Perfect workmanship, splendid value.

Write for catalogue and particulars of this new model.

Dale Wax Figure Co., Limited
106 FRONT ST. EAST, - TORONTO, ONT.

THE WINNERS

POPULAR
NECKWEAR
(TUBULAR)
BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED
301 ST. JAMES STREET, MONTREAL

UNION MADE COLLARS

Many inquiries for a collar made in a union factory, by union labor, have led us to add collars to our Colonial Shirt line.

Three-ply Collars, in all the latest styles, and made by union labor, are therefore ready for the trade at $1.20 per doz.

Special price to buyers of 50-doz. lots. We will make quarter sizes as ordered.

Your working men's trade will want this line.

The Colonial Shirt Co. Limited
KITCHENER ∴ ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

FIT REFORM Fit-Reform

The Money Value of An Honoured Name

WHEN Canada was years younger than she is to-day, she didn't dress very well. She paid enough for clothes, goodness knows—but she had no style creators—no master tailors who were also up-to-date manufacturers. And then Fit-Reform stepped in.

Just as Fit-Reform was the first in Canada to manufacture tailor-made garments—and the first to create styles—so, also, Fit-Reform was the first to fix the retail price of the garments and put the Fit-Reform label bearing this price in the inner pocket of every genuine Fit-Reform suit and overcoat.

From coast to coast, Fit-Reform holds the confidence and good will of dealer and buyer. It stands for honesty of purpose, business integrity, originality, sound values, and a degree of style and quality unmatchable at Fit-Reform prices.

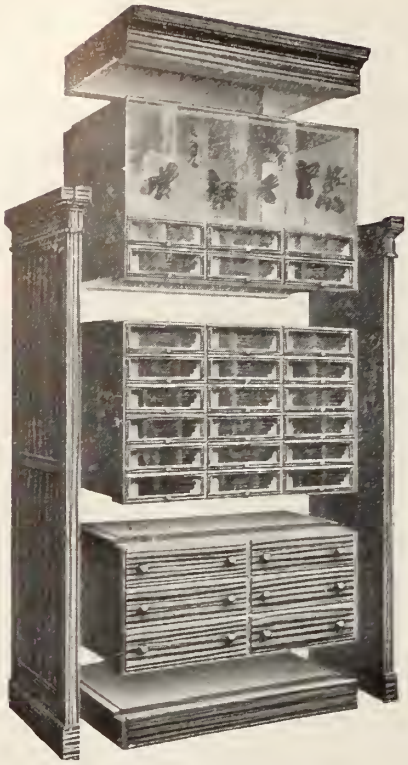
With the Fit-Reform prestige as an introduction—and Fit-Reform values to make friends—the agency for Fit-Reform should prove extremely profitable to any man or firm changing business or going into business.

For the dealer who does not carry a complete line of Men's garments, we have our Made-To-Measure Department. The Adoption of this system requires no outlay of capital—as we supply complete set of samples of cloth, books of measurement blanks, style charts, booklets and advertising matter.

If there is a field in your territory for a made-to-measure business such as Fit-Reform can offer you, write us for full particulars.

E. A. Small Co., Limited

8 BEAVER HALL HILL, MONTREAL



THE NEW WAY

THE NEW IDEA

THE NEW STORE EQUIPMENT

Interchangeable units, forming continuous fixtures, capable of being added to, divided or relocated at any time.

A unit for every line of merchandise.

Buy as few as you like, add to them when you like.

Add to your equipment, change it when you like.

As installed by E. R. Fisher, Ottawa, the most up-to-date men's wear store in Canada.

SEND FOR PARTICULARS.

JONES BROS. & COMPANY, LTD.

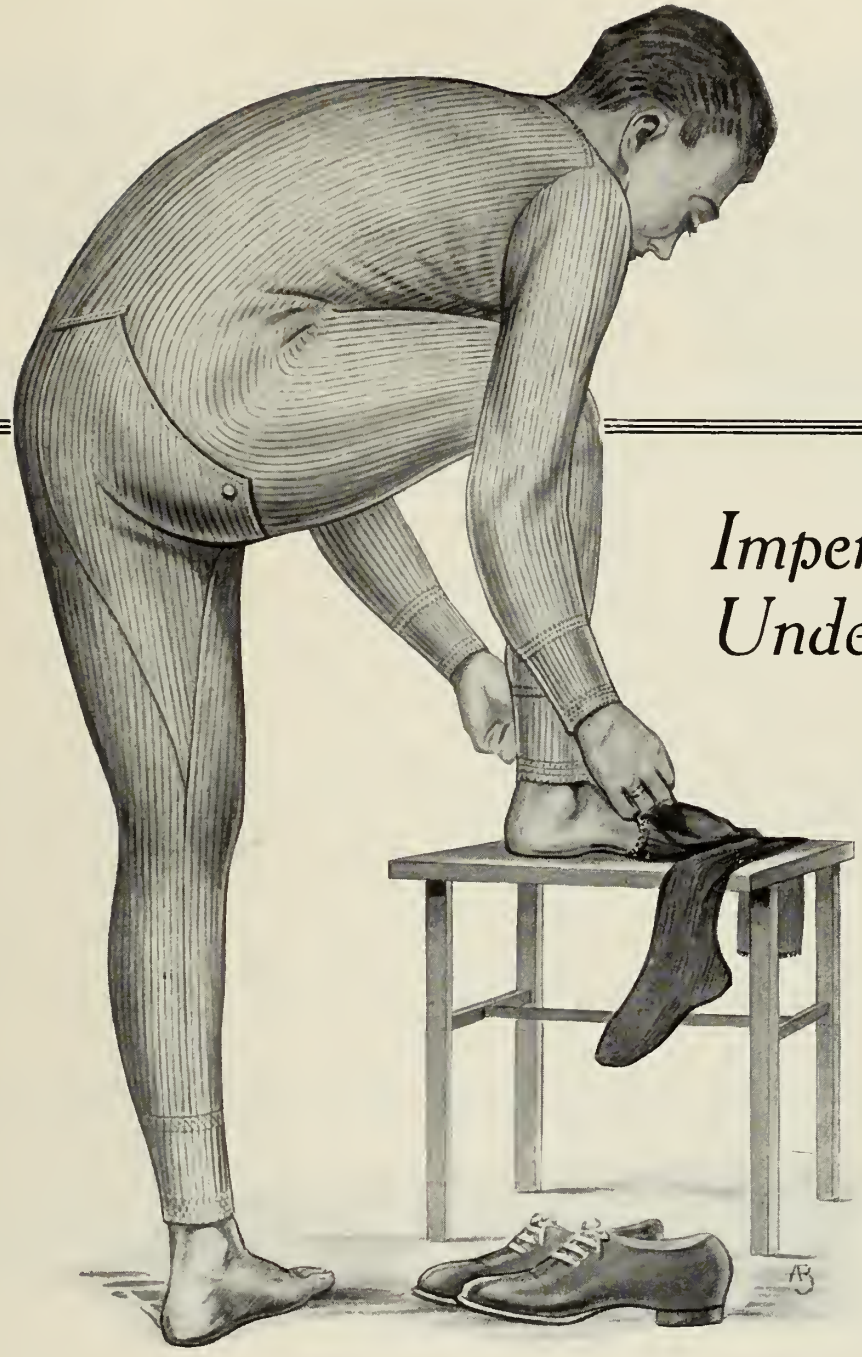
Store Fitters

HEAD OFFICE: 29-31 ADELAIDE STREET WEST, TORONTO

Eastern Branch: 71 Bleury St., Montreal — Western Branch: 437 Main St., Winnipeg

In affiliation with and operating under patents of Grand Rapids Show Case Co.

If any advertisement interests you tear it out now and place with letters to be answered.



Imperial Underwear

You Will Win The Sale With These Five Exclusive Features.

In addition to the recognized features that distinguish high-grade underwear—i.e., workmanship, material and fit—Imperial Underwear has the following Five Special Features to recommend it to the common-sense judgment of your customers.

Lap Seam Shoulders
Comfort-Fitting Collarette
Snug-fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets.

Keep the dust off your shelves by stocking Imperial Underwear—the five-point superior underwear.

Kingston Hosiery Co., Kingston, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

A Warning Against

Inferior Goods

Your Waterproofing Trade

Opportunity makes the thief. Just now much waterproof cloth coming into Canada is very inferior. You may not be able to find this out, but your customers will certainly do so—and then troubles for you begin to multiply and permanently lost trade is your punishment.

Far better to make sure that every waterproofed garment that you are selling is made from cloth absolutely guaranteed. True-Fit Brand assures good English-made cloth purchased from makers of highest probity. For many years we have specialized in

English Goods of the Very Highest Quality

and a consequence is that we have established among the retail trade of Canada a sound reputation for supplying Waterproofs of absolute dependability. We strongly counsel you to give every care to this matter and we confidently solicit your business.

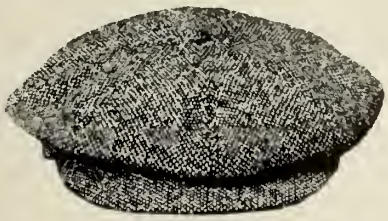
The winning and holding of customers is so hard and costly that even precaution ought to be taken to avoid supplying them with inferior merchandise. Far better to pay a little more and charge a little more, if need be, in order to win and hold fast the best trade. And if this is your policy, then we invite your alliance with our organization.

Our travellers will be leaving on their respective routes first week in September with a full range for Spring, 1917, and immediate delivery.

SAMUEL WENER & COMPANY, Limited

SOMMER BUILDING - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Cloth-Craft CAPS

From Real

Donegal Tweeds

The year's most popular Cap for smart Fellows.

Price $10.50 nett, 30 days (one price only).

Cloth-Craft Caps, Clever Makes from British Woollens, meet the requirements of the Merchant who aspires to leadership.

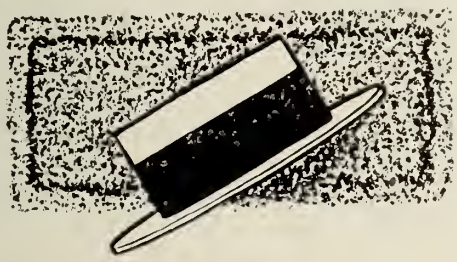
"Macspecial Brand Caps" for general trade, assorted patterns, $4.50 to $6.50, regular $6.50 to $9.00 per doz.

PREPAID SAMPLE SHIPMENT ON APPROVAL. Regular six half dozens of Cloth-Craft and Empire Brand Caps sent on approval, prepaid to responsible retailers anywhere in Canada. Drop me a post card and examine the Caps in your Store; if satisfactory, keep, if not, return at my expense.

J. T. MacLEOD, *Men's and Children's Headwear*

28 Wellington Street West, Toronto

Selling Agent for THE WOLTHAUSEN HAT CORPORATION, LIMITED, OF CANADA



Our 1917 Straw Styles

Now Ready for Inspection

Peeping into our hat-box you will see the very thing your customers will want—something for every style of face, for every age.

In splits and sennets we have distinctive styles, all following the trend of fashion.

Send us a card, asking to see this fine Spring line. You'll be delighted with it—with the distinctiveness of the models and with the finish.

J. R. Shuttleworth & Sons, Limited

London -:- Canada

The H.G.B. Boys

Made out of Wool Khaki in ages from 3 to 10

Preparedness??

Now is the time to begin to think about your Fall requirements in the Boys' uniform lines. We have been very successful with this line ever since we put it on the market, and at times have been compelled to delay repeats 3 to 4 weeks owing to the very big demand from all over Canada.

Order now and be prepared

HELLEUR, GARIEPY & BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes

16 Craig Street West - - MONTREAL, Quebec

Officers' Military Shirt

The Deacon SHIRT

The Shirt of Quality

In whatever style you purchase you are always sure of that unusual quality in workmanship and materials when you buy Deacon Shirts.

Quality has built this business from humble beginnings and Quality will maintain our enviable reputation.

The Deacon Working Shirt is made in a great variety of styles to meet the needs of the man or boy at work or at play.

The "Deacon" is an easy-fitting shirt, made of all suitable materials, and to sell at popular prices.

The Officers' Military Shirt here shown is strictly regulation style. We know the needs of soldiers and officers and make several lines of Khaki Flannel and Cotton Shirts strictly according to regulations.

The Officers' Shirt illustrated is made in coat style, with neckband and two separate collars, shoulder straps, bellows pockets with tunic flaps.

Our travellers are now on the road with complete range of samples for Spring, 1917, and immediate delivery.

The Deacon Shirt Co. - Belleville, Canada

Crescent SHIRTS

SPRING, 1917

Our Range

will be as large and representative as ever, comprising all saleable styles, from $9.00 to $84.00 per dozen.

Club Shirts

We could have sold thousands of dozens more this season. Everyone was short, but "take a tip," don't be caught again. Buy them early.

Soft Cuffs

will be in big demand. We are quoting all lines made either soft or starched cuff.

Samples

will be shown September 1st, 1916.

The Fully Guaranteed Shirt

Crescent Manufacturing Co.

LIMITED

Toronto Montreal Winnipeg Vancouver

Fashion Craft

CLOTHES

In studying to maintain our own reputation, we help build up our customers'.

Quality first has been the keynote of our success.

Are we a success? Ask our customers.

Do you want to share in our success by selling

Fashion Craft Quality Clothes?

If interested, write Promotion Department

Fashion Craft Mfrs., Limited

566 St. Lawrence Blvd., Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Peck's

Peck's Perfect Fitting Shirts

ONE of the big reasons for the popularity of Peck's shirts is the fact that *they fit perfectly*. They are good, useful, well-finished garments, amply large, and perfectly proportioned. Collars are double stitched, seams on sides and sleeves are double tucked, and either gussetted or tacked at ends to prevent ripping. There is first-class quality in every detail of material, trimmings, and workmanship.

These qualities, added to the wide range of attractive patterns, and the fact that our prices permit the retailer to make his full profit, explain the tremendous increase in our sales every season.

John W. Peck & Co., Limited

Montreal Winnipeg Vancouver

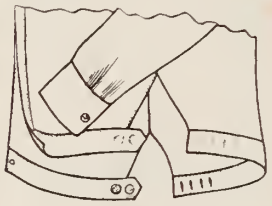
Every Mother Will Want This Waist

The new line showing first September.

No tapes to tie or come untied or hang out. Once adjusted, always ready.

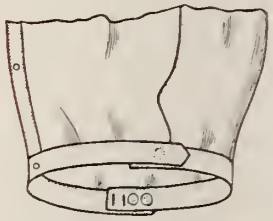
This waist has a patent waistband which can be adjusted to any size waist.

It is the neatest and most convenient waist for boys made. Every mother will recognize its value and will ask for it when she once knows about it. This new feature can be secured only in the



Showing Patent Open.

McBride Patent Boys' Waist



Showing Patent Buttoned.

FOR SALE ONLY BY

CRESCENT MANUFACTURING CO., LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

DENT'S D GLOVES

The Glove Shortage is the greatest in the history of the trade.

DENT'S

Representatives are shewing samples for sorting.

COVER YOUR NEEDS NOW!

Dent, Allcroft & Co.

MONTREAL

Every Tommy needs one

Handy, unbreakable, rustless. **Rogers' Military Service Mirror** is a big favorite with the soldiers everywhere, and military dealers find it one of their most dependable sales bringers.

People are buying them every day to send their soldier friends overseas. Why not secure your share of this steady business? Begin now by ordering a sample dozen.

CANADIAN WM. A. ROGERS
Limited
Toronto - - - Canada

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

It will pay you to wait for the DOMINION RAINCOAT samples before placing your spring orders because

DOMINION RAINCOATS

are recognized as the standard by which to judge Raincoats and Waterproof Clothing.

Our salesmen are travelling your way with a full assortment of DOMINION RAINCOATS, and they will be glad to show them even though you don't care to buy.

If interested write our nearest branch or direct to our Head Office.

Canadian Consolidated Rubber Co., Limited

Head Office: MONTREAL

Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver, Victoria.

TOOKE
ROYKRAFT
OUR FALL MODEL
READY SEPT 15
TOOKE BROS LIMITED MONTREAL

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI | PUBLICATION OFFICE: TORONTO, OCTOBER, 1916 | No. 10

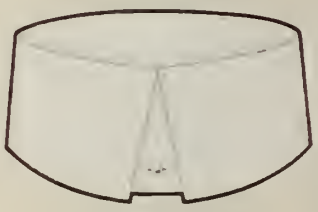
ARROW

form fit (PAT.)

COLLARS

BERWICK
2½ inches

Curve cut to fit over the bones and muscles of the shoulder. Means greater comfort and at the same time improves the sit of the collar.



TALBOT
2⅜ inches

It is an exclusive Arrow feature

$1.20 the doz.

CLUETT, PEABODY & CO. INC.

Makers

MONTREAL, CANADA

The Kitchener Brace

The *Kitchener* Brace comes at a time when patriotic feelings run high and will be splendid selling line wherever pushed.

The *Kitchener* Brace has the strength for which the British General was famous, made in cord brace for those who want the freedom that this gives. Also made in the regular brace shape for those who prefer this style.

The Brace are put up in very attractive boxes with the patriotic touch which will make a strong appeal to the public.

We have *armlets* made up in this Kitchener brand and boxed in the same attractive way.

Order a stock to-day for your Xmas trade and regular selling.

A
Good Line
For Xmas
Trade

The Monarch Suspender Co.

Toronto - - - Canada

The Cooper Cap

Superior Quality

The exceptional selling qualities of *Cooper Caps* are due to their smart styles, exclusive patterns and non-breakable Visors. A Display of the *Cooper Line* is sure to impress young men of smart dress and catch the trade of the boys and the motorists in your community.

We have sorting lines and attractive New Spring Models.

See our values. Drop us a line to-day.

Cooper Cap Company

Cooper Building
260 Spadina Avenue, Toronto

Broadway

Clothes for exacting men

Unusual Values October, 1916

Go after this man

The importance of smart clothes as a necessary adjunct to success has long been preached—now it is being practised.

BROADWAY CLOTHES are helping to carry the practice along—The smart cut, better fabrics and particular workmanship give an air of distinction to wearers of *Broadway Suits and Overcoats* that others desire to emulate.

The Merchant who carries *Broadway Clothes* has something to offer that will please the man who is inclined to favor the custom tailor.

Broadway Clothes *for* Exacting Men

are always fully guaranteed to the Merchant and through the merchant to the customer.

Our Travelers are Showing Samples of our New Range

We ask your carefnl inspection of Our Line, or get into touch with us direct, by phone, wire, or letter and we will endeavor to meet your time and have samples submitted to you.

Randall and Johnston

LIMITED TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

The Best in Overcoats

OUR travellers are taking to you now the Style-Craft Models upon which our designers have been working—for which they have been planning —for months.

You'll like these we know. You'll like such overcoat models as that here illustrated, and you'll like the wide range which will enable you to select what is best suited for your customers.

In overcoats and in suits our Spring range is very complete.

Style-Craft will help you further develop your clothing business.

E. G. Hachborn & Co.
50-54 York Street, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Patented button-down skirt showing neat jacket effect.

Skirt upshowing suspenders which are attached to back of jacket.

Showing the convenient drop seat arrangement.

NOTE CAREFULLY THE EXCLUSIVE PATENTED FEATURES.

Announcing A Brand New Idea

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J. A. HAUGH MFG. CO. LTD.

One-Piece Work Suit

(Infringements will be Promptly Prosecuted.)

—the real idea at last—a one-piece easy-to-slip on suit that has all the conveniences and advantages of the two-piece suit with none of its inconveniences or disadvantages and at less cost.

It is so far ahead of the old style cumbersome, ill-fitting, full-back, one-piece suit that comparison is odious.

It is cut to fit like a suit of clothes. Cannot bind or draw. Concealed elastic patented suspender stretches when you bend. Patented button-down skirt of jacket makes it look like a coat. Easily accessible drop seat arrangement provides convenience without conspicuousness. No shoulder strap to tire — no loose coat tails to get in the way or catch in the machinery—no belt to bind—just a practical common sense suit that covers you all up—and fits like a suit of clothes.

The Arm and Hammer Brand one-piece work suit will revolutionize overall trade. It is the logical garment for the use of trainmen, mechanics, motorists and others. Get in on the ground floor and reap the harvest of profits that will come to merchants who stock this line. Ready for Spring delivery. Write us for particulars to-day.

Manufactured by

The J. A. Haugh Mfg. Co., Limited

Toronto - Canada

Our Aim

TO ORIGINATE

Live, up-to-date clothes for men and young men.

TO PRODUCE

A Line of Men's and Young Men's Ready-to-Wear Clothing more distinctive than the average.

TO DEVELOP

Trade for you—more and more each season.

TO SPECIALIZE

A line of popular-priced clothes to retail from $15.00 to $25.00, better than it has ever been done before.

TO TREAT

Every Customer Equally whether he be large or small.

These are the aims of The College Brand Clothes Co., Ltd., MONTREAL.

TAKE ADVANTAGE

of the ideas that this organization is day after day and year after year searching and working for.

MAKING GOOD

The wide-awake retail clothiers who handle *College Brand Clothes* are making good.

The sorting and repeat orders coming in with every mail and the great success of our travellers now on the road for Spring, 1917, is sure evidence that *College Brand Clothes is a*

Genuine Making Good Line

Stock on Hand for Immediate Delivery

Suits and Overcoats

In Varied Fabrics and Styles.

Mr. Clothier:

It is in your interest to get in touch with this making good organization. A post card will bring our salesman or a few sample garments. Express prepaid. DO IT NOW.

College Brand Clothes Co., Ltd.

UNITY BUILDING - - MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

"Fashion-Craft"

Spring Models

NOW READY FOR INSPECTION

Fashion-Craft
Quality Clothes

Made with a view to the future.

From the little acorn, the big oak grew.

From one store to two hundred—

Fashion Craft has grown in ten years—

Each bough solid, each branch strong.

If you wish to participate in our healthy growth by selling Fashion Craft Clothes,

Write Promotion Department,

Fashion-Craft Mfrs., Limited

566 St. Lawrence Blvd., Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

The Same High Standard,

The Same Style, Fit and Finish

and the

Same High Grade Materials

These we have maintained in spite of the handicaps of the labor conditions and the difficulty in obtaining raw materials of the high grade demanded by us.

Buy Your Spring Stocks Now

Our output is taxed to the limit, but we are prepared to meet the requirements of our customers. A large addition to our plant will be finished in the near future. Present prices are the most favorable that can reasonably be expected for some time to come.

Order Early and Liberally

ZIMMERKNIT

Zimmerman Manufacturing Co.
LIMITED
HAMILTON - - CANADA

The Largest Manufacturers of High Grade Union Suits in Canada

FIT-REFORM

Many of your Customers insist on having their Suits and Overcoats *Made to Measure.*

Unless you can accommodate them, you lose this part of their trade.

Why not install the Fit-Reform Special Order System in your store?

With our samples of cloth—measure books—matchless tailoring service and advertising matter—you can open up a very profitable department.

Write us. If we are not represented in your town, we will supply you with full particulars of this tailoring system.

E. A. SMALL COMPANY, Ltd.

— the first in Canada to manufacture Tailor-made Garments for Men.

8 BEAVER HALL HILL MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

A User of Waterproof Collars

and why he prefers

Challenge Brand

The Man With the Whip

Sunshine—rain—sleet—snow—it makes little difference for the man who drives the delivery wagon, the coal cart or the express wagon. Like the postman, he must face all weathers. To such men "**Arlington**" Waterproof collars are a godsend. Imagine how long a linen collar would last caught in a sudden shower with a two hours' drive ahead!

"Arlington" CHALLENGE BRAND

collars will stand the roughest weather without Spoiling, and no matter where the driver must go—through smoky streets, dusty roads, or inclement weather, he is always assured of a clean, comfortable collar when he is wearing a **Challenge Brand** Collar.

Drivers are not usually overpaid, another reason why "Arlington" **Challenge Brand** Collars are a godsend. Laundry bills for collars—3 cents a collar—are eliminated. When an "Arlington" becomes soiled it is just a matter of seconds to clean it with a sponge, clean water and soap.

Merchants who constantly display "Arlington" **Challenger Brand Collars** in a prominent position, will find their sales increasing in other lines as well as in "Arlington" Waterproof collars.

The selling advantages of CHALLENGE BRAND Collars should not be overlooked. In this Brand you have a style and grade for every customer and a price to suit the lean or well filled purse—no customer need be turned away. Another point: **Challenge Brand** Collars are made of stouter material than other waterproof collars, giving long, satisfactory wear. **Why not try a counter display, informing customers of these collar advantages?**

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

Table Top Style G

Taylor Fixtures make for effective display and easy selling.

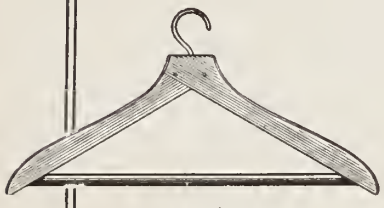
Eye-catching display is a mighty important factor in the securing of quick profitable sales. Taylor Wood Display Fixtures, Taylor Cabinet End Rack, Taylor Coat Hangers, etc., will enable you to make the kind of window and store displays, you've always wanted—the kind that makes the cash register ring.

Every window man will appreciate our Window Display Fixtures. They offer unlimited scope for individual and attractive display. Every fixture is finished in New Fumed Oak. Ready for *Immediate Delivery.* Special finishes made to order.

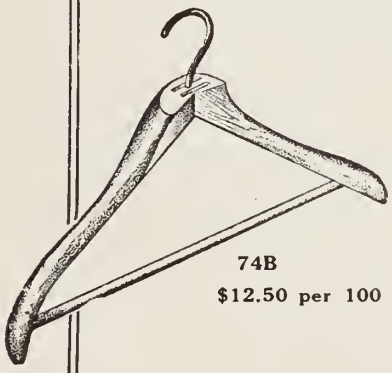
Prepare for Fall and Winter selling by getting in touch with us.

The Taylor Manufacturing Co.

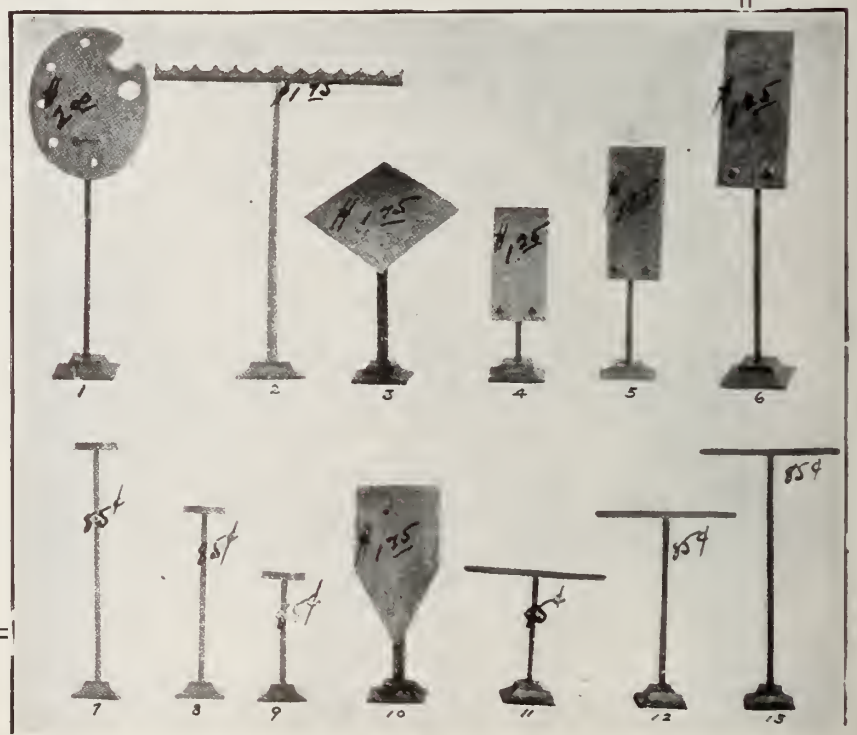
43 Hughson Street **Hamilton, Canada**



33 I.B.
$7.50 per 100



74B
$12.50 per 100



If any advertisement interests you, tear it out now and place with letters to be answered.

Show your customers these extra features

and see how they will appreciate the values and wearing quality.

Imperial Underwear

These are the features that win the approval of your customers and secure their patronage.

Lap Seam Shoulders
Comfort-Fitting Collarette
Snug-Fitting Flap
Closed Crotch
Improved Knit Cuffs and Anklets

IMPERIAL Underwear is made in combinations or two-piece suits.

Write to-day and get samples.

Kingston Hosiery Co., Ltd.
KINGSTON, ONTARIO

FEATURE JEWELLERY FOR CHRISTMAS

It is *easily handled, takes little space* and *pays good profits.*

For early buyers we have a number of specially interesting lines, including:—

WALDEMAR CHAINS
SCARF PINS
SOLID GOLD, PLATED AND ENAMELLED.

CLOSED OPEN

CUFF LINKS, including the
Kum-Apart and Jiffy Links

Remember early buyers secure the best selection whilst prices are constantly advancing.

Write us for early call, or for sample assortment for your selection.

PEARSON BROS.
The Haberdashers' Jewellery House
31 Notre Dame Street West, Montreal

"Wear Best"
Young Men's Clothes

Give Better Profits.

We have made our values a little better than the other fellow. Satisfied to do business at smaller profits, but Bigger Sales—*this doesn't mean cheaper;* it means good clothing at better prices for brisk selling.

WE SPECIALIZE IN YOUNG MEN'S CLOTHING.

Our Spring Range contains the new Pinch-Backs Belters and all the latest models in nobby Fabrics as well as Staple Lines.

Our salesmen are out. See their samples or write us for particulars.

The Wear Best Clothing Manufacturing Co.
149 Notre Dame Street West, Montreal, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

The H.G.B. Boys

Made out of Wool Khaki in ages from 3 to 10

Preparedness??

Now is the time to begin to think about your Fall requirements in the Boys' uniform lines. We have been very successful with this line ever since we put it on the market, and at times have been compelled to delay repeats 3 to 4 weeks owing to the very big demand from all over Canada.

We also have the biggest stock in the history of our business in Men's, Boys' and Juvenile Suits and Overcoats.

Order now and be prepared

HELLEUR, GARIEPY & BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes

16 Craig Street West - - MONTREAL, Quebec

Recent Military Orders call for Stiff Caps

Made up in Serges, Whipcords and Gaberdines
(SHOWERPROOF)

NURSES' EQUIPMENT
BADGES, BUTTONS
BELTS and BUCKLES
CLOAK CLASPS, Etc.

Quotations Furnished on Quantities.

WILLIAM SCULLY MONTREAL

PUTTEES
FOX'S SPIRAL

CANADA MILITIA BUTTONS
BRASS, RANK AND FILE
Special Discount to Manufacturers.

REGIMENTAL BADGES and BUTTONS

Sketches and Quotations Furnished.

LEGGINGS
PIG SKIN AND HIDE
Spiral Strap and Spring Front

WILLIAM SCULLY

Office 320 UNIVERSITY STREET, MONTREAL, QUEBEC **Factory**

WE ARE SELLING AT HIGHER PRICES:

YOU know it and WE know it, but we also know, that the prices we are asking to-day will appear very advantageous in a few weeks.

We can supply:

Collars and Ties
Handkerchiefs
Cashmere Half-Hose
Sweater Coats
Natural Wool Underwear
French Braces
Umbrellas
Braces
and other lines of
General Haberdashery

THE W. R. BROCK COMPANY

WHOLESALE DRY GOODS (LIMITED)

TORONTO **Montreal** CALGARY

If you do not see our traveller when open to buy the above, our letter order department is at your disposal.

The Alert Clothing Co. Montreal.

Makers of

Men's and Boys' Clothing

at Popular Prices

WE bought our stock before prices advanced, and to-day can offer you values which are quite remarkable in Men's and Boys' Clothing, as prices go to-day.

ALERT CLOTHES enable you to meet the big demand for smart clothes at Popular Prices.

Investigate Our Values.

THE ALERT CLOTHING CO.

1202 ST. LAWRENCE BOULEVARD - MONTREAL, QUE.

Union-made garments of dependable quality

Brotherhood Overalls

Front View Auto Suit or Union Suit

By the elimination of salesmen's expenses and jobbers' profits we have reduced the cost of selling to a minimum, consequently we are enabled to offer our patrons a better overall proposition than is obtainable elsewhere. WE SELL DIRECT TO YOU.

Then, too, the Brotherhood dealer is able to give his customers bigger value for the money, the good, sound value that makes firm friends of the most hard-to-please.

We wish to send you a trial order of five dozen, or if preferred, we will gladly submit you samples.

Our line is complete, including Brownies, Smocks, Service Coats, Aprons and Machinists' Aprons.

The Brotherhood Auto-Suit supplies a long-felt want among the motoring public. Every Auto driver needs one.

Write to-day for a representative trial order of five dozen, or let us send you samples, express paid.

Mogul Apron

H. S. Peters, Limited, Manufacturers, Welland, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

THE SOLDIER'S FRIEND
FOR POLISHING THE METALLIC PARTS OF A SOLDIER'S CLOTHING AND EQUIPMENT
RUB THE PASTE WELL ON WITH DAMP SPONGE OR FINGER AND POLISH WITH BRASS BRUSH
Considine, Curtis & Co. Bristol
PEARL PLATE PASTE

Our military goods give satisfaction—*forty years' successful selling is our best recommendation*

The surest, quickest, and safest way to permanently win the soldier's patronage is to supply him with R. J. Inglis' Military goods. We sell everything that the soldier wants, so that in connecting up with the house of R. J. Inglis you put yourselves in a position to give your military patrons unqualified service and satisfaction.

We have been appointed Regimental Tailors to

1st Grenadier Guards
12th Manitoba Dragoons
60th Rifles

and other prominent Regiments.

Sole agents for Wilkinson Sword Company, of London, England, and Considine, Curtiss and Company's famous "Soldiers' Friend" Button Polish, made in Bristol, England. This splendid polish is a big favorite with every Tommy.

We can supply you with Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Haversacks, Water Bottles, etc.

Get in touch with us and watch your Military trade grow.

SAM BROWNE BELT

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH:
291 Garry Street
WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

BOYS LION BRAND CLOTHING

They look good, they wear well and the prices are right.

What more effective selling combination could you wish for in your Boys' Clothing Department than a stock which embodies these three all important points? And this is exactly what we offer you in **Lion Brand BOYS' CLOTHING.** This, too, is the reason for the big demand which is everywhere a characteristic of these popular juvenile lines.

Quality merchants the country over find it profitable to feature **LION BRAND.** So will you.

Our representatives are now out for Spring '17 orders. Be sure to see the values they offer you. Note particularly a Special Norfolk at $2.75 for sizes 24 to 28, $3.25 for sizes 29 to 31, also a Bloomer at an average of 75c, all sizes. This is going to make a big hit with the boys and their parents.

Arrange now for our man to call.

The Jackson Mfg. Co., Ltd.
CLINTON, ONT.

Made in Canada—By Canadians—For Canadians

FOR THE MILLIONAIRE

"Everyman's" TRADE MFD BY MARK DAVIS BROS

FOR THE MILLION

Specializing on Trousers

Riding Breeches

We have arranged to supply your requirements for the riding breeches needed so largely at present—having on hand good stocks of Bedford cords and brown whipcords in the popular grade.

If our traveler has not already called on you, it will be well worth your while to ask us to submit samples and prices of these, and our other lines. **Both** samples and prices will distinctly interest you.

DO IT NOW

DAVIS BROS.
MANUFACTURERS
HAMILTON - - ONTARIO

Officers' Military Shirt

The Deacon SHIRT

The Shirt of Quality

In whatever style you purchase you are always sure of that unusual quality in workmanship and materials when you buy Deacon Shirts.

Quality has built this business from humble beginnings and Quality will maintain our enviable reputation.

The Deacon Working Shirt is made in a great variety of styles to meet the needs of the man or boy at work or at play.

The "Deacon" is an easy-fitting shirt, made of all suitable materials, and to sell at popular prices.

The Officers' Military Shirt here shown is strictly regulation style. We know the needs of soldiers and officers and make several lines of Khaki Flannel and Cotton Shirts strictly according to regulations.

The Officers' Shirt illustrated is made in coat style, with neckband and two separate collars, shoulder straps, bellows pockets with unnie flaps.

Our travellers are now on the road with complete range of samples for Spring, 1917, and immediate delivery.

The Deacon Shirt Co. - Belleville, Canada

Boy's First Long Pant Suit

You merchants know how difficult it is to fit the fellow of from 14 to 18 years. Neither a youth's nor a young man's suit has the proper proportion —the proper style.

But Sanford's *Boys' First Long Pant Suits meet the need.* They are designed to secure the approval of just one class of customer,

Some of you have found this line a splendid help since it was introduced three years ago. *You*, and all who sell to these particular fellows, will be greatly interested in the samples our travellers are taking to you, along with our Boys' and Men's ranges.

Just One of Our Spring Range

W. E. Sanford Mfg. Company, Limited
HAMILTON - WINNIPEG

Sanford
JUVENILE CLOTHES
HAMILTON

Our Stock is Complete for Fall Sorting

Our samples are ready for Spring, 1917. See our travellers, call, if in Toronto, or write us.

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Khaki Wool Half Hose, plain and ribbed, @ $4.25 and $4.50.
English Khaki Ribbed, @ $6.50.
English Heather Mixtures and Grey, @ $6.50.
English Black Cashmere, @ $2.75.
Wool Gloves—Grey, $5.50; Khaki, $6.50.
Khaki Shade Burberry Style Raincoat, $12.00.

Sole Agents for Young & Rochester Shirts, Dressing Gowns and House Coats.
Tress' Noted Hats, Caps and Straws.
Official Service and Trench Caps.
"Aquatite" Rain and Trench Coats.

Complete Stock of Military Equipment

Leggings, Puttees and Spurs, Crops and Whips, Kit Bag Handles and Locks, Military Books, "Redio" Cloths and Soldier's Friend, Belts, Signal Poles and Flags, Slickers and Caps.

Wreyford & Company

85 King Street West - Toronto

Wholesale Military Outfitters and Manufacturers' Agents

No. 4A

For Your Overcoat Display.

Our figure 4 A offers you what you need for displaying overcoats to advantage. Mounted on 12-inch base adjustable to any height — finished in copper or nickel-plated. Price $7.00.

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Same form (also with the new narrow shoulders) 9-inch base, round or effel, any plating, $6.00.

In black, $4.50.

Write for Catalogue.

A. S. Richardson & Company

99 Ontario St., Toronto

TRADE NOTICE

A. HARRY WOLFE

The well-known manufacturer of the highest grade of Canadian-made Military Headwear will shortly place on the market an equally high-grade line of

CIVILIAN HATS AND CAPS

Agents wanted. Correspondence confidential.

Merchants, apply for appointments direct.

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Importers and Manufacturers' Agents

Handkerchiefs

We have a splendid line of men's Handkerchiefs in stock at the right prices.

KHAKI HANDKERCHIEFS

All Qualities in Stock. Send for Samples. Get your order in early.

Mail Orders Receive Prompt Attention

The Lace Goods Co., Ltd.

Empire Building ∴ Toronto, Canada

When The War Is Over

WHEN the price of woollens sharply drops, many dealers will be caught with a large stock of ready-made clothing on their hands. Clothing that will not be worth fifty cents on each dollar that was paid for it.

Don't be one of them!

This Spring order less ready-to-wear for stock and push the Special Order Business.

Campbell's Clothing

Special Order Department

has steadily increased its business all through the war, due to the everlastingly good quality of materials used and the fact that dealers are appreciating the value of buying goods this way.

It is a cash business, requires small outlay of capital, and keeps whatever cash balance you have in the bank instead of being tied up in stock upon your shelves.

We need one representative in each town. If we are not already represented where you are located, write

The Campbell Manufacturing Co.

Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.

Cloth-Craft

One Price Only

Real Donegal Tweed

Cloth-Craft Caps—Clever makes from British Woolens—give you leadership. Price $10.50 30 *days*.

ONE PRICE ONLY.

"Macspecial Brand Caps" for general trade, assorted patterns, $4.50 to $6.50, regular $6.50 to $9 per doz.

Prepaid SAMPLE SHIPMENT ON APPROVAL. Regular size half-dozens of Cloth Craft and Empire Brand Caps sent on approval prepaid to responsible retailers anywhere in Canada. Drop me a postcard and examine the Caps: if satisfactory keep; if not, return at my expense.

J. T. MacLEOD

Men's and Children's Headwear

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Selling Agent for the Wolthausen Hat Corporation, Limited, of Canada.

Just what you need to sell more caps

The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $25.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

MILLER AND COMPANY

Sault Ste. Marie, Ontario

"Craftana"

Registered No. 262,000

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

THE WINNERS

CASH'S POPLIN

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED

301 ST. JAMES STREET, MONTREAL

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Ribbing up the Liberal Party

HUNDREDS of men whom you know and sell to are tremendously interested either as supporters or opponents in the future of the Liberal party—in its policies, politics, and leaders. And these hundreds of men—Conservatives and Liberals alike—will want to read Gadsby's "inside" story of what is going on behind the scenes in the ranks of Liberalism in Canada.

Gadsby is "next" to big men at Ottawa and elsewhere. His ear is to the ground all the time. He is a pungent writer with a most incisive style, and he fairly scintillates in his article in the October MACLEAN'S—"Ribbing Up the Liberal Party."

This article will be followed in the November issue by another "inside" story of doings and movements in the Conservative party. Read the first of the series in

MACLEAN'S MAGAZINE for October

Some Toronto Liberals are bent on pushing Mr. Rowell, leader of the Ontario Opposition, to the front—as Sir Wilfrid's successor. And Gadsby reveals a great deal else of sensational interest. You can "cash in" on his article in **MacLean's.**

Other Good Things in the October MacLean's

Is Permanent Peace Possible?—by Stephen Leacock (in the role of a professor of political economy). Frequently Leacock doffs the mantle of the humorist, and dons his academic gown and speaks with an earnest seriousness—as a student, teacher and deep thinker. In this article, Is Permanent Peace Possible? he writes to make men and women think.

The Presidential Situation in the U.S.A.—by Agnes C. Laut. Miss Laut says that the German-Americans will support Wilson rather than Hughes, and gives her reasons. This is quite a contrary view to that commonly held, for we all know that the Hyphenates were "sore" on Wilson a few months ago. What has changed them? Miss Laut tells.

The Man from Athabasca—by Robert W. Service. Another "At the Front" poem by this Kipling of Canada. The stirring tale in verse of an old Athabasca trapper who left the hunting grounds of the far West to do his bit in France and Flanders. A fine thing, this poem, admirably illustrated.

Present Day Stage Favorites in London—tells of London's play-people who are entertaining the Canadian soldiers in London, at the camps and in the hospitals. Profusely illustrated.

Arthur Stringer and Arthur E. McFarlane continue their fine serials—The Anatomy of Love, and Behind the Bolted Door?

Robert J. C. Stead, a young Western poet of great promise, contributes verse entitled "In the Wheat."

"Janey Canuck," Canada's First Woman Magistrate—a sketch of Mrs. Arthur Murphy, and incidentally a story of a phase of the Woman's Movement in Western Canada.

Review of Reviews—The best thing from the best periodicals, condensed for busy readers. One of the most prized features of every issue of **MacLean's.**

THE Mission of MacLean's Magazine is to give the Canadian people a **Canadian** magazine of the highest type and interest and to promote the spirit and progress of Canadian Nationality. Your co-operation in these commendable objects of **MacLean's** publishers is solicited. We have all much to gain by putting Canada first in sentiment, business and affection.

Start a Made-to-Measure Department With This *Label* to Ensure Success

Notwithstanding the disturbed conditions of to-day, PROGRESS Brand Garments are maintaining the same reliable quality that established this line on the market. Feature *Progress* Brand Garments prominently.

Write us for particulars of our "Profit with no Outlay" proposition.

Our Made-to-Measure Department will pull the trade of business men and young men to your store—men who desire clothes that are serviceable as well as of smart appearance.

H. VINEBERG & CO., Limited

Makers of PROGRESS Brand Clothes

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THE TRENCH COAT

The "Drygienic" Trench Coat is made from Regulation Khaki Fine Cotton Twillette, Lined Check. Both of these materials are thoroughly Rainproofed, and the Coat is interlined **throughout** with a very lightweight guaranteed Waterproof Fabric, rendering the garment absolutely impervious to rain. The Drygienic Waterproofs are Tailor Made garments, and embody the maximum of style in conjunction with fulfilling the severest Service conditions.

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Special Value in Leather-base Haversacks.

If unable to obtain through your jobber, get in touch with us.

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Code A. B. C. 5th used.
Telegrams: "DRYNESS, EDO, LONDON"

THE BELTED SLIP-ON

If any advertisement interests you, tear it out now and place with letters to be answered.

IRONCLAD KHAKI

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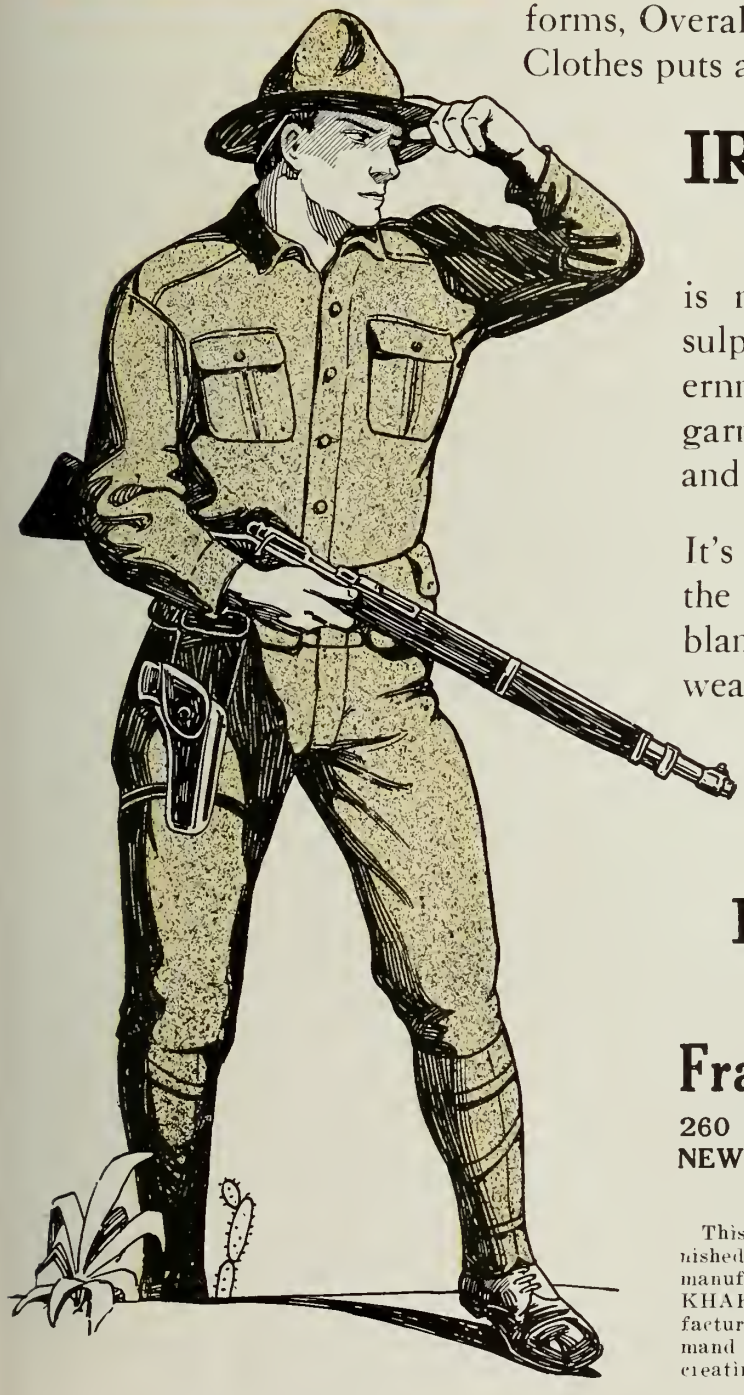
Ready for Rigorous Service—ALWAYS

TOMMY ATKINS in the trenches is wearing KHAKI,—and so well has Khaki stood up under fire of rough usage that the demand for Khaki Uniforms, Overalls, Pants, Chauffeur's Suits and Sport Clothes puts a tax upon the manufacturers.



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FAST SULPHUR DYE

is made with full strength fast color sulphur dye—a requirement which governments insist upon—and which every garment manufacturer, for his protection and profit, should also insist upon.

It's the CLOTH in the garment that gives the wear—and the natural thing is to blame *your brand* if the garments fail to wear.

"THE BEST IS ALWAYS THE CHEAPEST"

BUY IRONCLAD KHAKI

A weight and quality for every purpose

Franklin Manufacturing Co.

260 Church Street
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Announcing

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Hosiery

WE are installing a distinctly new department for the manufacture of Fine Quality Hosiery, for Men, Women and Children, in silk, lisles, mercerized, cotton, and cashmere. Our Plant under the direction of a thoroughly skilled Hosiery Manufacturer will contain the latest and most improved machinery in every particular.

Sample models will be with our travellers in a few weeks, and deliveries will be made for Spring 1917 Season.

Buyers will find "MONARCH" Hosiery to fully measure up to the high standard of Style, Quality and Workmanship that is maintained in other well-known "MONARCH" Products.

The Monarch Knitting Company, Ltd.

DUNNVILLE - - - CANADA

Manufacturers of Men's, Women's and Children's Sweater Coats, Hosiery, etc.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 7 TORONTO, OCTOBER, 1916 No. 10

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Just a Little Capital—plus Ability.

Four Towns Open Last Month With New Semi-ready Stores

We help a young man to start in business for himself. In days of stress one can lay the solid foundation of successful business. Study the history of most big business houses, and you will find that they were launched just after a business depression.

Now is the time to start a Semi-ready Store in your town. Never a more propitious moment in the history of Canada; the Men's Wear trade suffered most in the depression of 1914-1915, first caused by a reaction from land-sharking and deeply injured by the war, where 20,000,000 men departed from civilian life to soldiering.

The time is ripe. We offer the most-sought-after clothing in all America; the most keenly wished for clothes—by the ultimate consumer, the man you sell to.

Semi-ready Tailoring stands strong with the public. You have to fight for a sale if you carry any other line; the people fight for you if you can show the Semi-ready label in the pocket. They know that label represents all the desirable qualities in clothes—plus Honesty.

And everybody knows the trickery and tricksters who are in the clothing trade—

Straight trading counts for a lot.

Not much money is required by any man to start business if he possesses Energy, Experience, and a Record.

Capability is of larger importance even than Capital. The two together are invincible.

Any man who possesses the Merchandising Instinct, and who backs it up with Honesty and Conscientious Work can launch his Business Craft to-day and sail into the Harbor of Fortune.

Semi-Ready will provide the Tailoring Power and the Breeziness.

We help some.

Our co-operation in selling—after you buy—is just as convincing as the quality of our clothes. Our price-in-the-pocket establishes a standard value for every garment, a value that is as invariable as a bill of exchange. Only when you buy wrong can you lose. Let us place our plan before you.

Choose a town. Tell us all about your Experience, your Capital and your Ambition. We will be as frank as you are.

Possibly the town you think is filled by a Semi-ready Store to-day isn't even half-filled.

I have seven real good towns in reserve for seven good men.

Write to me personally or to Mr. Wood, our vice-president, and we will tell you more than I can say in print.

Semi-ready Tailoring

H. A. Nelson, President

Montreal, Canada

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, OCTOBER, 1916 NO. 10

PRICE RANGES ARE SAME QUALITY OF GOODS LOWER

All Clothing Goods Have Increased About 50 Per Cent. —Higher Price is Distributed by Consumers Getting Poorer Qualities for Money

CLOTHING.—Clothing prices have increased approximately 50 per cent. over this same time a year ago yet many people are paying the same prices for their clothing. This may seem a paradox. The explanation, of course, lies in the fact that a number still pay about the same price for each suit of clothes that they did before war conditions prevailed. But the difference of that same-priced suit ranges in value all the way from $3 on a $20 suit to perhaps $7 on a $30 suit. A suit that before the war could be secured from the manufacturers from $10.50 to $12 will now be sold quite generally for $15. While a suit that formerly sold for $15 will now be sold by some of the clothing manufacturers at $18.50.

Clothing is dearer to the consumer because it will not wear so well as the article he formerly purchased. Spending the same money for his clothes the natural supposition is for him to think that clothing has remained stationary in price. But there is this shifting of values below decks which is not readily apparent. At least it does not show until he begins to compare the wear he gets from his suit with that of his former purchases.

In many instances men are actually paying more for their clothing. Where merchants are taking time to explain the need of this in order to secure real values, splendid results are being secured.

Industrial conditions are good. They have never been better than they are at the present time. Munition workers have been making good money and they have set the spending pace. All other lines of industry are well paid because there is a shortage of help to take care of the needs of the industry. The skilled worker has come into his own. "The price of labor will never go back again to where it was before the war," stated the head of one large concern that manufactures gloves, sweaters and overalls. "The skilled laborer is the real producer and we have come more clearly to recognize this fact now that his services are at such a premium."

W. J. COPP TAKES CHARGE

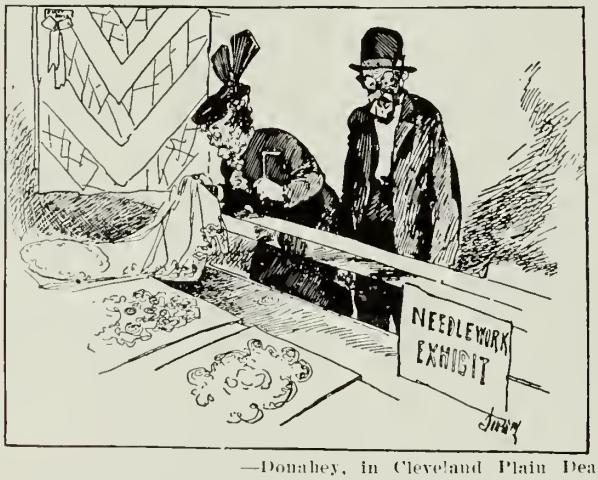
Beament and Johnson, Limited, Ottawa's Semi-Ready Tailoring Store has recently engaged Mr. W. J. Copp as Manager of the Clothing Department.

WEB PRICES WITHDRAWN NEW GOODS TO ADVANCE

Prices Will in All Probability Not be Changed Until After January—Some Manufacturers Guaranteeing Their Prices for 1916

SUSPENDERS.—Manufacturers of the web from which suspenders are made have withdrawn all prices since July. No new scale of price has been announced to the Canadian manufacturers. Orders are being taken but only for the delivery of goods at a price which is to be fixed within the next few weeks. The belief is that the movement will be in an upward direction, probably about 10 per cent.

Suspenders as sold by Canadian manufacturers to the trade will not likely be changed in price this year. In fact, many manufacturers are guaranteeing their prices for



—Donahey, in Cleveland Plain Dealer.

"Come on, mother, let's go over and look at the hogs."

1916. After January, however, it is very probable that a movement upward will be made. If, as is expected, web goes up the price of suspenders will in all probability follow.

Recently another upward movement in the brass buckles used on many suspenders has taken place. These which used to sell at $1.55, are now at $2.10. The steel and gilt buckles have not advanced to any great extent.

There is an interesting feature in connection with the suspender business. A year ago the demand for khaki suspenders from the retailer was exceedingly large. At the present time there is no such heavy demand, in fact one manufacturer received facts from a large department store twelve dozen of these khaki suspenders, the depart-

ment store claiming that the demand for these from the soldier and public generally has fallen off.

It looks, however, as if this were only a temporary condition and that with the return of the soldier from the camp there will again grow a big demand for this khaki suspender, which will quickly eat up the supply, now on the dealers' shelves. Manufacturers are able to supply these khaki suspenders only in limited quantities, as the web is scarce,

Manufacturers of suspenders declare they can see no good reason for the advance in the price of the web. They point out that the crude runner that enters into the manufacture of the web a year ago sold from $1 to $1.20 per pound. At the present time it is selling from 40c to 45c. per ponud. Web has already advanced 100 per cent. Materials which a year ago could be purchased from $6 per gross yards at the present time costs $12 to $15. Suspender web in the United States that formerly cost 3⅞c per yard now costs 6c per yard. The only excuse which does seem to exist is that of high labor cost. Though war conditions do not exist in the States where web is largely made; munition activities have created a huge demand for workers, and web factories have had to pay much more than ever before for labor.

ALL LINES OF CAPS HAVE GONE UP; MAY GO HIGHER

Cheapest Line Now Being Sold by Some Manufacturers Is at $6.50 Per Dozen—Was Formerly $4.50 Per Dozen

CAPS.—The cheapest line of caps now being manufactured by one of the large Toronto manufacturers is $6.50 per dozen. This same cap a year ago sold at $4.50 per dozen. "And I do not think it will be very long until the $6.50 and $7.50 range will be off the market," stated the manager.

His Flame

"This is but an indication of the general advance in prices all along the line. Out of our range of some two hundred and fifty styles we have only ten or twelve that range in price from $6.50, $10, $12, $13.50 and $15. These are our big sellers. Of course, all the other ranges are higher-priced caps."

Cap manufacturers have been against the difficulty of securing labor. One concern stated that they had lost fully 40 per cent. of their men since the war began. Many have enlisted and others have left the country. The labor cost in caps has accordingly increased greatly in price. Formerly the labor cost on one of the cheapest lines was 65c per dozen. Now the labor cost on the same line is 95c. On lines upon which the labor cost was formerly $1.50 the outlay at the present time is $2.75. There has been a change from piecework to day work in many establishments, and this has increased the labor cost. Generally speaking about 50 per cent.

Raw Materials A Problem

Cap manufacturers have been confronted with the problem of getting their cloth supplies of tweeds and worsteds and overcoatings for the manufacture of caps. Cloth that a year and a half ago could be purchased for 33½c per yard now costs the manufacturer 75c per yard. Some of the better cloths that cost $1.25 a year and a half ago now cost $2.25 per yard. The cheaper lines of cloths have increased approximately 150 per cent. and the better lines fully 100 per cent.

But that is not the only problem the manufacturer has had to face. He is willing to pay the increased price if he can get the materials. But often he is unable to get anything at all. One cap company wrote 165 cloth manufacturers in various parts of England and the United States. Of this number replies came from only 22 that could supply anything at all in the shape of cloth. Only seven of these could give deliveries, while the remainder of the 22 would book orders but would not promise delivery. Most of them replied they were booked up for a year in advance.

Silks that enter into the linings have also advanced in price about 75 per cent. It has been impossible to get the grade and quality ordinarily used. Goods of this class that could be purchased a year and a half ago for 50c per yard now costs $1 to $1.25 yard. The advance in the price of raw material has, of course, meant an additional duty charge of from 75 per cent. to 100 per cent.

MANUFACTURERS CAN SEE HIGH PRICES IN GLOVES

Sheepskins Entering Into Manufacture of Gloves Has Doubled in Price—Much of Sheepskin Now Going Into Finer Shoe Tops

GLOVES.—Sheepskin which is used almost entirely in the manufacture of the finer gloves has doubled in price since a year ago. At that time it was selling around 7½c. per square foot, while at the present time it is quoted at 15c. This is 100 per cent. increase. All split leathers have increased in price approximately 95 per cent. There has been difficulty in getting the desired quantity of sheepskin to manufacture gloves. Australia is the main source of supply from which sheepskins have been secured. These skins travel by way of Great Britain and from there find their way into Canada. The British Government has placed an embargo on wool and sides and this has curtailed the supplies that can be turned into domestic use.

One of the developments that has taken place as the result of the great demand for cow-hide and horsehide for military uses is the turning of sheepskin to use in the

manufacture of tops for the finer grades of shoes. This has released such leather for war purposes.

"Never before has it been so difficult to get raw material," stated the secretary of one of the large glove manufacturing houses. Contracts have been signed for which we are unable to get the leather to fill the orders. Business has been good. It is three times better than last year. It is in fact our best year. There is a difficulty in securing raw materials and labor. Some lines of raw materials are off the market altogether. For instance the split pigskin from which the heavy teamster's mit is made can no longer be secured.

How Glove Prices Are Affected

As to the way in which the increase in the cost of raw material and labor affects the price of the finished product, some instances of prices may be noted. Three of the popular fine gloves are the grey suedes, the ivory capes and the tan capes. Grey suedes which a year ago sold for $13.50 per dozen are now quoted by the manufacturers at $16.50. This glove formerly retailed at $1.25 but the prevailing price at the present time is $1.75. Ivory capes that a year ago could be procured by the retailer for $15 per dozen are now quoted at $18. These gloves also retail around $1.75 each at the present time. Tan capes are about the same prices as grey suedes, one of the lines that formerly sold for $13.50 is now quoted by the manufacturers at $16.50. This glove also retails from $1.50 to $1.75.

One of the split leather working gloves that a year ago sold for $3.75 per dozen is now quoted at $6.50. A buckskin glove that a year ago sold for $12 is now quoted at $19.50. Mousquetaire gauntlets, both ladies' and men's, that twelve months ago sold for $30 a dozen are now up to $33. A horsehide teamster's mit that formerly sold for $12.00 per dozen now brings the manufacturer $19.50 per dozen. These gloves retailed around $1.50 formerly but at the present cost figures would need to be sold at $2.50 a pair. One of the biggest advances has possibly been with the one-finger gauntlet sheepskin mit. This particular glove is used by firemen a great deal. They were quoted a year ago at $2.75 per dozen, while to-day the price is $7.50 per dozen. So the range of prices runs.

HOW SILK HATS CAME

THE silk, or dress hat, now worn so commonly, was first introduced into America in the latter part of 1830, by James Millar, a native of Dublin, Ireland, who had worked as a hatter in England. The men of fashion were wearing "top" hats then, but the "plugs," as they were called, were of beaver finish.

Millar conceived the idea of smoothing a fine silk finish on a smooth felt base and bringing about a neater effect, at the same time providing a hat lighter in weight than the cumbersome "beaver."

Establishing a small factory in Newark, N.J., Millar began to make his hat and personally visited the leading cities to introduce it. He gave demonstrations of the making and hired men to walk up and down, wearing them in hotels of the Eastern cities.

On his first visit to a famous hotel downtown in old New York, he was warmly received by the good dressers of the day, who were quickly won by the hat, but as he was leaving the hotel he was mobbed by angry tradesmen and shopkeepers, who thought he was about to ruin their business. Millar managed to reach the ferry and get back to New Jersey unscathed to any great extent. He had similar experiences when he first visited Boston, Philadelphia and other cities. Workmen and owners of hat factories were his most bitter enemies. They called the new hat "snide" and declared it would ruin the hat making business in general.

Mrs. Millar, a gentle and witty woman, related to the writer years later how she feared for her husband's and her own life when they would leave Newark to show the people the advantages of the new style of headgear.

"We had a hard time of it," Mrs. Millar told me, "but step by step and with great patience and perseverance my husband overcame all of these objections and won followers fast for his silk hat. In time the factory owners came round to our way of thinking and began making the same thing. Mr. Millar thought the best way to avoid trouble was to show them how to make the hat so that all hands could share in the benefits."

After one particularly stormy event in Newark, when he invited a delegation of hatmakers to a demonstration and they threatened him with harm unless he ceased making hats and returned to England, Millar began a tour of the centres and gave talks concerning the folly of wearing such heavy hats as had been the custom. He refused to be frightened and went on making hats. He had brought his workmen with him from England, and the opposing manufacturers could not intimidate them nor coax them away from their employer.

The Millar hat became all the rage and the man who virtually revolutionized hat styles for men in this country began making money very fast.

Millar soon saw that he could not manufacture hats for all the country and he made considerable money selling territory rights, giving with each a clear idea and demonstration of how he finished the silk to the smooth surface, which was a part of the secret.

Later he invested thousands of dollars in Texas, in what is now the Beaumont field, but neither he nor his heirs were confirmed in the title, and he died virtually penniless, despite his early prosperity.

SCHEMES WORTH IMITATING

C. A. Workman, of Montreal, has hooked up with a national movement in his advertising by holding and advertising a Patriotic Sale for the benefit of the returned soldiers. All advertising featured the fact that 10% of the gross receipts for a ten-day period would be turned over to the Khaki League for the benefit of the men back from the front. These announcements aroused a wide general interest. Placards in the windows bore such signs as "Remember the Boys From Ypres," "$50,000 sold in ten days means $5,000 for the soldiers," "The Returned Soldier Shares in Your Buying Power," etc.

The results were most gratifying and over $500.00 was turned over to the Fund as a result of the sale. The management is in hopes that the practice will become general in view of the worthy object and the ease of attainment.

Gibb & Co., of Montreal, plan to lay in a line of hats in addition to the gents' furnishings lines they already carry.

A Stripe Window

THE WINDOW *shown in the accompanying illustration is an exemplification of the manner in which the prevailing craze for stripes in all things may be utilized in a men's wear store.*

The use of the draperies is especially commended by window dressers. Such use is being more and more generally adopted in the displays of Goodwin's and other stores that excel in the art of display through the utilization of a highly trained staff of artists.

It will be noted that a touch of stripes is added to this trim by the ties, which are used for incidental decoration of the pedestals—stripes which carry out the general idea of the suits and the draperies.

A feature of this display and one that is worthy of closest attention, is the limited number of articles shown. It is not uncommon to see in the Goodwin store a window twenty feet long given over to two or three articles. The use of the mirror for back views is also general in this store.

HANDLES TRAVELING GOODS, ALSO NOVELTIES

The Enterprising Two Macs in Ottawa Establish a "Travelers' " Department—Good Success in Selling Suit Cases and Grips—Jewelry is Another—Cigarette Cases and Fobs Sold—Provides Hobby Horses for Boys to Play With.

EVERY time you call on the Two Macs at Ottawa you find something new. It was quite recently that I was down there and just before that some description of their campaign in Flashlights for Soldiers and Thermos Flasks for Officers, had been described in this paper. The next time I was in Ottawa I called again, and found out something else about this store of many lines. By the time this is in print they will probably have gone in for yet another something else or two, hitherto considered quite extraneous to a men's wear store. Theirs, without any doubt, is the completest men's store in Canada. You can buy anything there from a tennis racket to a collar stud, and a travelling rug to a cigarette case. As Rex Beach would say, "Goin' Some!" In the old days this store would have been grandiloquently referred to as an Emporium!

Take travelling goods first, I mean by that, grips, suitcases and trunks; on the face of it, these are eminently suited as merchandise for men's wear stores. Are they not? Yet many stores never think of carrying them.

I asked the president of the Two Macs how it was that he carried them.

"The complete store," he said, by way of a reply. "The complete store; that's what we want to make this one. It is more or less foreign to many Canadian men's wear men, but it's a maxim tried out and proven abundantly successful time after time in the States. It depends on the most natural assumption. If a man comes in here and buys a suit or a couple of suits, and some accessories, preparatory to going on a journey, isn't this the logical store for him to spend his money on a grip or a suitcase? It's a man's store. We've sold him the clothes to put in the suitcase. Why on earth not carry a line of suitcases so that he can buy one of those right here in this same store, without going one yard or taking any trouble to hunt up a store which carries lines of this kind, leather goods, exclusively? What is more natural? A suitcase or a grip is a man's line. This is a man's store. Then let him buy his suitcase or grip right here.

"They do that sort of thing in New York. It's so wise and sane that I like to think there's one store, at any rate, which does it in Canada.

"We had a Travellers' Week. It was soon after we had gotten these travelling goods in and we wanted to make good on the venture. So we got ready. We advertised in the Ottawa papers. We had the window dressed with several grips, suit cases and the like, and attractive but conservative cards printed, as an index to the window. We also had started a special section of the store for these travelling goods. Here we directed traffic, and by show cards and word of mouth emphasized to all and sundry that were in the store that week what the idea was. We got excellent results. We sold a bunch of suitcases and grips, and what is more important, we established the name of the Two Macs as a store which had a department of this kind. We were thus off to a good start, and so surprising have been the results, in the way of permanent and continual business, that we have a large department which handles this class of goods right along. In a city like Ottawa this is a particularly good line. People are travelling a good deal into the city and out of it. And Parliament is here and that creates a continual going out and coming in."

The department is certainly a busy one. It has a good location, and grips and suitcases to suit all pockets are shown.

Cigarette Cases and Watch Fobs

Other lines carried by this store, which are something out of the ordinary for a men's store in Canada, are watch fobs and other jewellry, such as chains, good stick pins, and the like, and cigarette and cigar cases. This again is the New York idea. Many of the stores down there are in such a position that, no matter for what purpose the man comes in to buy one line of goods, he can completely fit himself up with whatever he wants before he leaves the store. I know of one store which handles, for instance, pipes and tobacco pouches, leather goods, fishing rods and a full line of sporting goods among other things.

Discussing the jewellery department in this Ottawa store, my informant told me it was one which paid surprisingly well.

"A man does not really go into a store for things of this nature. Rather he buys them if they attract his eye. Of course, if a man wanted a fob particularly and went after it, that is different. But more often he will see it, or something like that, some detail of personal adornment, and seeing it, will be attracted to buy. That is what we figured before we installed the department, and so it has worked out. We have this department in a conspicuous place so that it catches many men who come in. It is located so that whichever entrance they use they probably run across it. And we find that the business done in this department is of that haphazard kind, chance business, if you will. Here again we carry lines so priced that the pockets of all can be suited."

Of course, most men's wear stores carry a certain amount of men's jewellery: studs, collar buttons, cuff links, and a cheaper range of stick pins, but not many of them have lines which are as good as could be bought at a jewellery store. We have ours nicely cased and displayed, and that goes a long way.

Looking After the Boys

Another innovation which the Two Macs have introduced into their store, is furnishing playthings for small boys who are customers. In the boys' department, one of the best and most profitable in the store, are a number of little chairs for the kiddies to sit down in. There are, too, what are probably more attractive to the boys, several hobby horses for them to play with. A mother can bring her boy in and buy him whatever she wants, and while this is going on, he can play around on the hobby horse, travelling up and down the aisle in great style.

"This has proven a stroke of good business," I was told. "It is done a lot, of course, in the bigger stores, department stores and the like. But I don't know of anyone else who has tried it in the special store. Yet it is not expensive, and the way it works is just that the mothers will go to that store which appeals particularly to the boys. They remember they have to get some clothes for the boy, and remembering the hobby horses, naturally go to the store which gives the boy something to play with. The kiddies remember it, too. Of course, this is only for small boys, but we handle them at all ages."

TOBEY—THE HUMAN INTEREST MAN

Latest Exploit in the Way of Sale by This Hamilton "Surprise" Men's Wear Retailer —His Introduction of Personality—How He Capitalizes Himself—Some of the Results.

IT is safe to say that everybody in Hamilton knows Tobey, the men's wear man. If you asked a small boy in the Ambitious City who was mayor of the town he might not know. But if you asked him who Tobey was he would tell you that he was "a chap who sold clothes on James street, and had balloon ascensions every now and then, and stopped a couple of cats fighting at the dead of night, and so on. Tobey is the original human interest retailer. No topical happening is too small for him to cash in on. No personal detail is too insignificant for him to capitalize. All is fish that comes to his net. He catches it, and uses it to bait the rest—to get trade. That is how he has built up what is, probably, the most popular store of its kind in the province; not necessarily the largest, but the most popular and certainly the most unique.

He has always been the same. He seems to have started out along the line that the public must be interested in the store and the man behind it just as much as in what he has to offer. A kind of atmosphere has surrounded him from the first. He had new methods. He followed not in beaten paths, but blazed his own trail, and up to now has blazed it good and plenty.

He has just been conducting a "Thank You" sale, and this displays his methods and their difference from the ordinary run. For they are different. In this case his idea primarily was to have a sale with a new name. It is characteristic that he hit upon this one, "Thank You" sale; characteristic because his attitude to the public is one of genial gratitude for what they have given him, year by year, increased business. Why not at one and the same time strike an original note and compliment his public by a sale with this complimentary title. No sooner thought of than put into effect. He got out a circular, which is the same size as a page of a newspaper. This he sent into three thousand homes in Hamilton, and ran as an ad. in the Hamilton papers. If Tobey does a thing it is worth doing well. This full-page ad. was a marvel of multum in parvo. He stamped his personality upon it in at least three places—by having three photographs of himself! One, I remember, was as a fisherman. The other was of him holding some dollar bills in his hand and grinning like a Cheshire cat. Right here is a sample of his introduction of personality into business. A few days before he had been fined for over-speeding. The occasion was when he, and a bunch of other men had taken a crowd of kiddies out for a treat, during which he had driven them round in his car in batches. Breaking the speed limit cost him money. But he equalized by this personal publicity, a photo of himself and a recital of the reason why he had been fined. All this was actually incorporated in the full-page ad. in connection with his "Thank You" sale.

It Went Well.

From the first the sale went with a bang. "Best I ever had, and that's saying a good deal," he told Men's Wear Review.

In the middle of it he again introduced some personal details that stirred up public interest in himself and his store, just as much as in his goods. Tobey is a strong worker for the Y.M.C.A., besides being a Rotarian and belonging a good deal to work of that kind; social service, if you will. There was a scheme, in Hamilton, to raise the membership of the Boys' Section of the Y.M.C.A. and Tobey was ardently enthusiastic over it. He decided to donate fifty memberships to boys. Here again was a chance to cash in on personality. He took half a column (or rather more) in each of the papers, and stated that he was going to have a series of Balloon Ascensions. He stated that the balloon would go up and attached to it would be an order for membership in the Y.M.C.A. Thus Tobey gave that institution some free advertising. He also gave it more members. In a few days he had every boy in Hamilton gazing heavenward in the hope of seeing a balloon and detaching therefrom an order for a membership in the Y.M. And, since every order was to be presented at a certain time at his store, he got the boys inside the store. The value of having them there and in having given them a membership in the Y.M.C.A. was great. Naturally, the boys went home and talked about it, and the results were seen in the increased takings of his "Thank You" sale. It is worth noting, too, that, by the way, he rendered real help to the Y.M.C.A. and the boys themselves.

Sh! Sh! Cats!

Take one more instance. It appears that during the progress of this "Thank You" sale, Tobey, tired, no doubt, by taking in the money, was awakened at the dead of night by the unseemly sound of a cat-fight. The story, told in Tobey's own words, was used as a reader in the city papers, and Tobey had the whole town laughing. Here is his story. Notice how he connects personality with store happenings:—

TOBEY BRAVELY STOPS A CAT FIGHT

I have a confession to make to the people of Hamilton, and it's all over a couple of Tom cats. On the daylight saving time I got up at 6 o'clock, and when the clocks were changed to the old time I couldn't break the habit, and have since been getting up at 5 every morning. My peaceful sleep was broken at 360 Aberdeen avenue at 4.20 this morning by the most unearthly screams. Thinking some person was being murdered, I did not wait to change my faultless night robe, but rushed downstairs and out into the backyard, grabbed the rake and found it was two Tommy cats, and, after a fierce struggle, succeeded in parting them.

Just as I got upstairs, they clashed again over in the vacant lot next to my home. Seven times I got out of bed and parted those cats, and finally arranged with them to stage their next fight in the city council chamber, in front of Controller Morris and Beach Commissioner Morden. I got to bed and slept through to 7.30, as I had to get into shape for the last Saturday of my "Thank You" sale, but not the last day, as it runs to the end of the month. So to-morrow good-bye to all of our Astoria $5 low shoes at $2.50, and the Astoria high $5 and $6 shoes at $2.95. The suits at $14.55, that run as high as $25, and the lines at $6.55, $9.55, $11.55 and $19.55, and the boys' suits and the $1.29 shirts that were worth as high as $3.50, and the hats for $1.50. Just read my large ad. and watch for the balloons that are going up to-night and to-morrow night. Tobey, Hamilton.

Go into his store and you are greeted by pictures of such things as "The Original Tobey"—a glorified and magnified potato. His personality shines through his business. His store is his reflector. He is continually capitalizing everyday happenings and incidents which are personal. He has, needless to say, a keen sense of humor, and humor of a quaint kind, too. He had been attacked again and again as being unethical. Well, perhaps he is not ethical. Perhaps this personal publicity may be radical and far removed from the staidness of some dealers.

Collars in Striking Display

A window of Claman's Ltd., Vancouver which sowed the seed to future big business.

In describing this window to Men's Wear Review, Claman's Limited, writes as follows: "It is our policy to display nationally advertised goods as far as possible, as we believe that by doing so we can "cash in" to the largest extent on our displays. In arranging this display, artistic effect was of prime importance to us; whether it would create actual collar sales was of secondary consideration. This idea, we believe, is one of the reasons why we achieve such good results from our windows. During the time these collars were on display we could not notice any actual increase in the sales of our Collar Department. We think we succeeded, however, in impressing the men of Vancouver that this house was the one place where they could be sure of finding any particular style or size in Arrow collars that they might desire. At the same time we believe it acted as a trade stimulus, inducing men to change styles more often than they would otherwise. In 1913 *we were selling on the average, eighty-six dozen collars a week. Since the outbreak of war our sales have fallen off of course, but still we have no fault to find with conditions as they exist."*

Attractive Exterior of Calgary Store

The modern note in exterior display. The excellent store front of Baker and Robbins, Calgary.

BAKER AND ROBBINS *of Calgary have one of the nicest men's wear stores in that city of goods stores. A photograph on this page indicates the attractive exterior, and the interior bears out the modernity and effectiveness indicated by the outside view.*

Readers will notice that the store front is of the three part variety which is getting to be so popular with men's wear men opening new stores. To begin with it affords more ample display room. Look at the picture here. The arrangement in two wings and a centre gives, first of all, ample entrance into exit from the store. The windows at either side slope back to the respective door. This affords lots of room for the passerby to walk right up as far as the door and survey the side show ease and the centre. The door is thus set right back from the street. The centre window forms a sort of island, or rather a peninsula, it is surrounded on three sides, by white space. Note that all three of the windows are deep, and reach way below the level of the eye. This gives extra large room for display purposes. It also permits more attractive display schemes. This is well indicated by the windows on either side in this picture. Notice the aids to display which are in use, the white rails, serving alike as fixtures for display and partitions to segregate, if need be, the various lines, making unit displays out of each of them.

On the right hand side of the picture, furnishings have the most of the space, as is indicated by the sign "Shirts and Underwear," and "Furnishings." Hats finish off the Window.

On the left hand side, suits and general clothing has the spotlight, with hats and caps right towards the door. The centre "island" window furnishes the best of all display room. The contrasts in its size stands out against the larger windows. Moreover it is central. It appears to be used for lines of more than ordinary interest, and would be an excellent display ground for topical lines. On the right, at the extreme rear, collars are shown in an exterior deep and narrow case.

Messrs. Baker and Robbins have had an exceeaingly good half year thus far, since the opening of this store. Both of them are old Hudson's Bay men, Mr. Baker being lately manager of the Calgary store of that organization, and Mr. Robbins, head of it's men's wear department.

RECOMMEND BEST LAUNDRY TO CUSTOMERS

Dealers are You Often Blamed for Colors Which Run—for Cuffs Cracked? It Behoves You to Make a Study of the Laundry Question of Your Community

A MEN'S wear dealer is held responsible if he sells a shirt which does not retain its color, or the cuffs of which crack after one or two washings. No doubt about it.

Of course it is often unfair. The shirt, when sold, may have been exceptionally good value, but the washing to which it has been subjected in the fortnight following the purchase, may have been such as to do great damage. Every merchant knows that many a shirt has been spoiled on its first trip to the laundry. But unfortunately he also knows that he frequently is blamed because the shirt loses color, or suffers in some other way.

The Merchant is Concerned

These things being so, it does seem that the merchant is greatly concerned with the kind of laundry work his customers get, and unquestionably the only way he can insure this work being good, is to make a study of the situation, and recommend the best laundry in his place of business—whether it be village, town or city. He can explain to his customers how it is that shirts are spoiled in the laundry often, and can say that after going into the question he believes the best work—the least injurious work—is done by such and such a laundry.

Now there are some who do not favor the Chinese laundryman. Of his place in the community MEN'S WEAR REVIEW has nothing to say. It does seem on the surface to stand to reason that a laundry run by people who speak English fluently, and who are subscribers to trade papers dealing with laundries and who make a careful study of necessary machinery and of every advance in the treatment of materials—should be able to do the best work. This, however, is a question which probably differs in every community, and all that may be said on this point is that a men's wear dealer, who knows materials, who knows shirts and collars, can very quickly determine for himself which laundry in his community is doing the best work. Let him try it out on his own shirts. Then he can tell his customers frankly that he has given the thing a personal test, and that he firmly believes a certain laundry is the one which can do the best work.

When a Hand Laundry is Not a Hand Laundry

Another point which might be borne in mind is this—that while some hold hand laundering as superior to machine laundering—and probably hold this opinion with reason,—there is such a thing as cheap machinery being used, which is more injurious to collars and shirts than the costly machinery employed in the big laundries.

Another point is that goods should be washed, if not alone, at least with goods of similar character. Silks, cottons, linens and woollens should not be all thrown in a tub together, and churned about indiscriminately. The result, where this method is employed, is certain to be disastrous to one—perhaps to all of the lines.

Although it is important that the different classes of goods should be sorted out and that like should be washed with like. Woollen clothing, according to the advice of experts, should be washed in this way—soaked for one hour in cold water (if the water is hard, with a few drops of ammonia added,) then a thin lather (hand heat) should be made with pure soap, and the garment worked gently in this. Then the garment should be rinsed free from the soap in tepid water, and should be dried quickly in the open air. The garment should not be folded while damp. It should not be rubbed. It should not be washed in hot water.

Considering these requisites for the proper washing of one line, it will be appreciated that a good laundry will need to sort its clothing before sending it to the tub.

There is also a great chance of damage being done to shirts, moreover, in the dampening process. On print cloths there is often a certain surface cover which sticks. Now if the shirt is dampened down and rolled up, as is often the case, a part of this surface color may come off on the perfectly white ground and greatly mar the shirt. On the other hand even a cheap shirt, if properly washed and rinsed, comes through without this soiling.

Making a Trial

The whole question of washing is one which deserves the men's wear dealer's careful attention.

Since French cuffs became so popular, and since machinery such as electric irons, has made the work comparatively easy, more shirts are being washed at home. Unquestionably it is the best method if it can be adopted. In very many cases, however, this is out of the question. It might be quite impossible in the case of bachelors. Other men may find it impossible too. But bachelors and married men alike want to send their shirt and collars to the laundry which will allow them to have a reasonable length of life, and which will not destroy the coloring after one or two washings. If the merchant finds out the right place for these men to send their laundry to there will be no question about their acting upon the suggestion.

It seems to be up to dealers to make an investigation, each in his own locality. It might be wise to get enough new shirts to send one to each of the better laundries or along with a few collars. Then the work might be easily judged.

When buyers of shirts through men's wear stores get their laundry properly attended too. there will be fewer complaints come to the merchant.

PERSONALS

In all the colleges the new regulation is that boys shall wear long trousers on the Sabbath day, even though they do wear knickers on week days.

John Jackson, an old time shoe merchant of Clinton, Ont., and a resident there since 1854, died there on Sept. 13, aged 89, as the result of a paralytic stroke.

Smiths Falls, Ont.—C. J. Downey, the Russel street tailor, is having his store and show window improved and redecorated, having secured the agency in Smiths Falls for one of the highest-class tailoring concerns in Canada.

Trudell & Jacques, Chatham, Ont., have dissolved partnership in their men's furnishing store, C. A. Trudell continuing in the business.

Louis Frankenburg, of Vancouver, B.C., for many years representing Andrew Darling Co., Ltd., Toronto in the West, has left them to take out College Brand Clothes, with which line he will soon be calling on many old customers and friends.

James Sparks has taken over the charge of the Two Macs tailoring department, Ottawa. Mr. Sparks is an Ottawa boy who has worked his way up through the different stages in the tailoring business in the firm in which he is now connected.

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CLEANING UP YOUR STOCK

OCCASIONALLY, after a fire, may be heard some such remark as this: "Oh, that will be a blessing. It will clean up his old stock."

And often there is some benefit in this way—a benefit which in part, at least, may make up for the loss of several weeks' business.

But fire is after all utterly wasteful, and that it should sometimes bring a valuable cleaning up of stock, simply indicates that in many stores such a housecleaning is necessary.

This is well worth considering at the present time. Manufacturers, hard put to it for raw material, have used up remnants which for several seasons have accumulated. They have had no difficulty in turning these remnants into money, selling the goods made from them, of course, for exactly what they are. The merchant has been glad to get the goods at any price.

And the merchant has just such a chance himself. Prices now are generally high, and these old goods, if brought out, and marked at an attractive figure, will be found very saleable. They have been so found by many wide-awake dealers.

There are some old lines, of course, which need not be marked down. They may at times be marked up—because of the before-the-war dyes used in their manufacture, for instance. This is so of certain staple lines of clothing, and of, say, cashmere socks.

But the big point is that now there is offered a splendid opportunity for disposing of the lines which have been stickers. To dispose of them means money for taking all possible discounts. Moreover, it means a live stock which will commend itself to the manufacturers, when perhaps, they have again to scrutinize just such things with a view to determining the merchant's credit line.

In the piping business day, of this terrible war, it is the part of wisdom to prepare for the possible quiet of the longed for ensuing peace.

A WORD AS TO DELIVERIES

YOU ordered ten dozen suits of underwear, and got four dozen, assorted sizes, with the word that the balance would be forthcoming as soon as possible.

Not altogether satisfactory this, though there is at least some room for thankfulness that assorted sizes were sent, thus enabling you to meet pretty largely the needs of your customers. This is a condition, however, which exists not only with underwear and other knit goods, but with many other lines as well, and the unfortunate part is that no immediate improvement is to be looked for.

Why?

Well, of course, the war was the reason. An underwear manufacturer, for instance, had 38 skilled operators in a certain department in 1914. He has just three of those men now. The rest are in khaki —some perhaps have made the supreme sacrifice. Their places in the factory can not be fully filled. It is impossible to make a skilled mechanic over night.

The girl labor is very scarce, and in tremendous demand. Moreover, girls are very human and under present conditions, lacking the spur of necessity, are in some cases easing up in their efforts. A concern making leather goods sold largely by men's wear dealers has proved this. It has been found that the girls working here are not earning more than formerly, despite their larger wages—this because they stay away from work oftener, and miss time through unpunctuality.

This firm is giving a 10% bonus every week to those who have not missed any time. A goodly bonus, but the trouble is not many get it.

An Ontario manufacturer, who in spite of his worries, has retained the ability to smile at human frailties, tells of the way his output is being curtailed. "You know," he says, "every time the soldiers go away a large number of our girls take a day's holiday to see their sweetheart off." We can't stop it. "Then, in a little while, some more soldiers will leave, and the same girls will take another day to farewell another sweetheart."

In a suspender factory, only last week, the workers demanded pay by the hour instead of piece work. They said they would ordinarily prefer piece-work, but because of the upsetting of the factory work through enlistments, could not get the parts they required for their own operations steadily enough, and so could not earn as much as ordinarily. The employees didn't blame the employer. The employer didn't blame the employees. It was just one of those disturbing results of the war.

So it goes. And as has been said, more of these things must be expected. There will be needed considerable forebearance on the part of merchants, wholesalers and manufacturers. More than ever the other man's position will be worthy of consideration, and more than ever it will be wise for the retailer to place his orders as far as possible in advance, to give the manufacturer the best possible chance, and to make reasonably sure of sufficient deliveries.

MAKING SURE ALL SEE IT

KNOWLEDGE is power—selling power when it is a salesman who possesses the knowledge.

This being so, and none will rise to contradict, it is evidently worth the merchant's while to see his assistants get all possible information on the goods they are selling.

MEN'S WEAR REVIEW knows one merchant who calls his clerks in conference every time a new line is added to the stock, and the points of that line—its peculiarities, its particular suitability for a certain class of trade, are pointed out, and thoroughly discussed. The merchant has just found it necessary to move into much larger quarters.

Another merchant has a simple scheme for making sure all his assistants see MEN'S WEAR REVIEW, and secure from it the knowledge on various lines, price changes and price tendencies, which the editorial and advertising pages possess. He pastes on the cover a small slip, bearing the name of each one in the store, and then adds a line "Please return to Mr. ——— by the 15th of the month." Each clerk, when finished, makes a check mark after his name, and passes to the next on the list. Then, on the required date, the issue goes back to the merchant for filing, and for reference by the window trimmer, or any others there engaged.

It's a simple but effective system. Perhaps others might adopt this scheme.

TEMPERANCE AND BUSINESS

WHEN on September 16th, Ontario went dry, for the period of the war at least, men's wear dealers all over the Province gained. The extent of this gain will be sounded by the cash registers of the country throughout the coming month.

Men, more than women perhaps, buy through the store windows. Passing along the street they see something which attracts their attention in a merchants's window. They go in, ask for it, and buy. While inside perhaps they notice something else and buy that also.

No man while inside a bar saw anything in a window to tempt his fancy. It was not window glass into which he was peering.

Moreover the experience of local option towns has pretty conclusively proved that where a man does not spend over the bar he has money to spend over the counter, and is more likely to purchase clothing for himself and for his boys.

Some, of course, have been losing their self-respect through drink. They had for the time no desire to appear neatly dressed. For them a change may come, and to appear well in the eyes of men and women may appear a desideratum. Fortunately the number of these heavy drinkers has been limited, but the bars have quite generally been great loafing places and great spending places. With the men finding these no more a centre of conviviality, they will be more on the street of a night, and will be better purchasers. That they will get better value for their money is, of course, assured.

GOSSIP OF THE TRADE

How many people two years ago, when war broke out, had any idea that it would affect their own particular trade, whatever that might be, in the way in which war has affected almost every trade? How many men's wear men ever imagined that there would be the large and significant advance in the price of many lines they carry? It is probably true that when war broke out, or as soon thereafter as men had had a chance to settle down and adjust their ideas to the complete change of circumstance, they doubtless saw that trade was bound to be very different from what it was in pre-war days. They doubtless figured, basing their calculation upon former experiencee, upon increased prices, but few of them ever imagined that those increased prices would have soared as high as has been the case.

* * *

Those who had the prophetic vision, or else more by good luck than good management, stumbled upon the resource of conserving their stock of various lines, are to be congratulated. Such a firm is Beament & Johnston, in Ottawa. They told Men's Wear Review recently that three months after the war broke out, they stocked up with several thousand dollars' worth of serge alone. They foresaw even that early the way in which the dye market would go and also they knew that many manufacturers had been caught short on goods and that so soon even after the war broke out there was a great deal of difficulty in getting forward from the old country, and certainly hardly any chance at all of getting goods forward at the price for which they had originally been contracted. They, therefore, sent what is undoubtedly a considerable sum of money—something like $7,000—in blue serges, and ever since they have been reaping the benefit.

* * *

In the cellar under their store there is roll after roll of serge and though the last two years have been busy years for this firm there has been no great inroad made upon the reserved stock of serges in the cellar.

* * *

It is questionable, of course, whether many men's wear men were in a position, when war broke out to put as much money as that into a reserved stock at one fell swoop. But the way in which the serge market has soared has proven the abundant justification for the action which Beament & Johnson took, and though it may be possible that tying up as much money as that in one line at one time falls inconvenient for the moment, it means considerable business in the long run.

* * *

This firm is selling its serge suits to-day in Ottawa at considerably under the prices quoted by any competitor. It would not have been able so to do had it not been for the foresight of the proprietors of the store, taking the action which they did in filling their cellar as full as they could of serges.

Cardwriting Made Easy

by R.T.D. Edwards

LESSON NO. 20—Semi-Script

WE have previously pointed out the importance of the lettering, above everything else, on the show card. This cannot be too strongly emphasized. The lettering must be of a plain and readable design and therefore I shall point out how an obscure form of lettering may be transferred into a very practical one.

The lesson this month is based on the old style script which bore many curves and flourishes. Naturally these rendered ready reading difficult, but in order to utilize the old style you must thin out these obscuring elements just enough to bring out the form of the lettering itself.

In the first place, a most important point is to form the letters at a uniform angle as illustrated by Fig. 1. In laying out the word, before the color is applied, light pencil lines are drawn a half inch apart and at the angle desired for the lettering. These, along with the four regular horizontal guide lines, are sufficient to enable you to get the lettering properly balanced at a uniform angle. One letter at an off angle is like a soldier out of step.

Script, or rather semi-script, may be made by either outline or single brush stroke. Of the two, outline is preferable for a clear cut letter though the brush stroke is quicker. However, script is not used to any great extent, so the little extra time would be well expended.

The outlining may be done with either a broad pen or a small brush. I usually use the pen myself but you may have better success with the brush. Use the heavy carbon ink for the pen outline work and fill in later with card-writers' black, using a brush.

This lesson is only a starter for you in modern script lettering. Magazines are full of new ideas in this form of lettering, drawn by high-priced artists, and those ideas are useful for show card purposes. Be sure you thoroughly master chart 19 before attempting anything new.

THE CHART

The forms of script lettering shown in the chart are only a few of the many varieties which are used for show card and other advertising purposes. The main idea, I repeat, is to combine utility and grace. (Have a good, readable type that will join up into words gracefully.)

Lower Case.

The "a" is composed of six separate strokes. Note that strokes 1 and 2 are furthest apart at the centre of the letter. These two strokes make a good combination to practice.

"b's" first two strokes come to the upper guide line. Strokes 4 and 5 are of similar formation to 1 and 2 of "a" but are reversed. Practice these often.

"c" is composed of five distinct strokes. This letter needs a lot of practice so as to balance it up properly. Note the angle at which it slants.

"d" makes a very graceful letter. It is of similar formation to the "a." The difference being the extending of strokes 4 and 5 to the upper guide line.

"e" is a letter that, when mastered, can be made very rapidly. It only has four strokes in its construction.

f. Care must be taken to get this letter at the right angle. Should you not do so it would spoil the whole word in which it was used. Practice well the long sweeping strokes 1 and 2.

You may experience difficulty with the "g" formation but you can master it with continual practice.

Strokes 1 and 2 of "h" must be kept parallel with one another. Strokes 4 and 5 make a good pair to practise together.

The "i" is just a repetition of strokes 4 and 5 of the letter "a."

"j" is one of the letters that comes to the lower guide line. Note how strokes 1 and 2 come together at the bottom.

You will need to practise strokes 4, 5, 6 and 7 of "k" many times before you get them to appear graceful.

"l's" formation appears in other letters. Practice often.

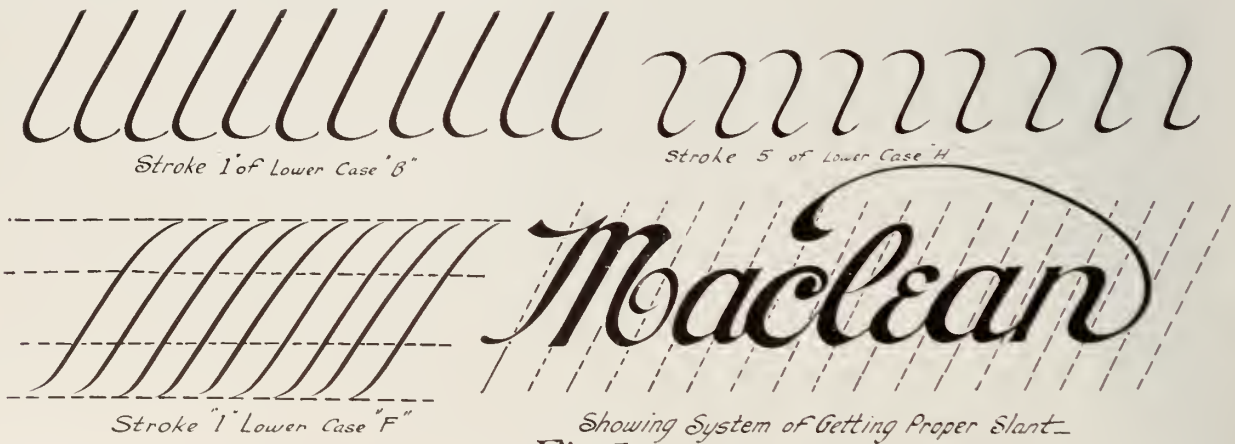


Fig. 1.

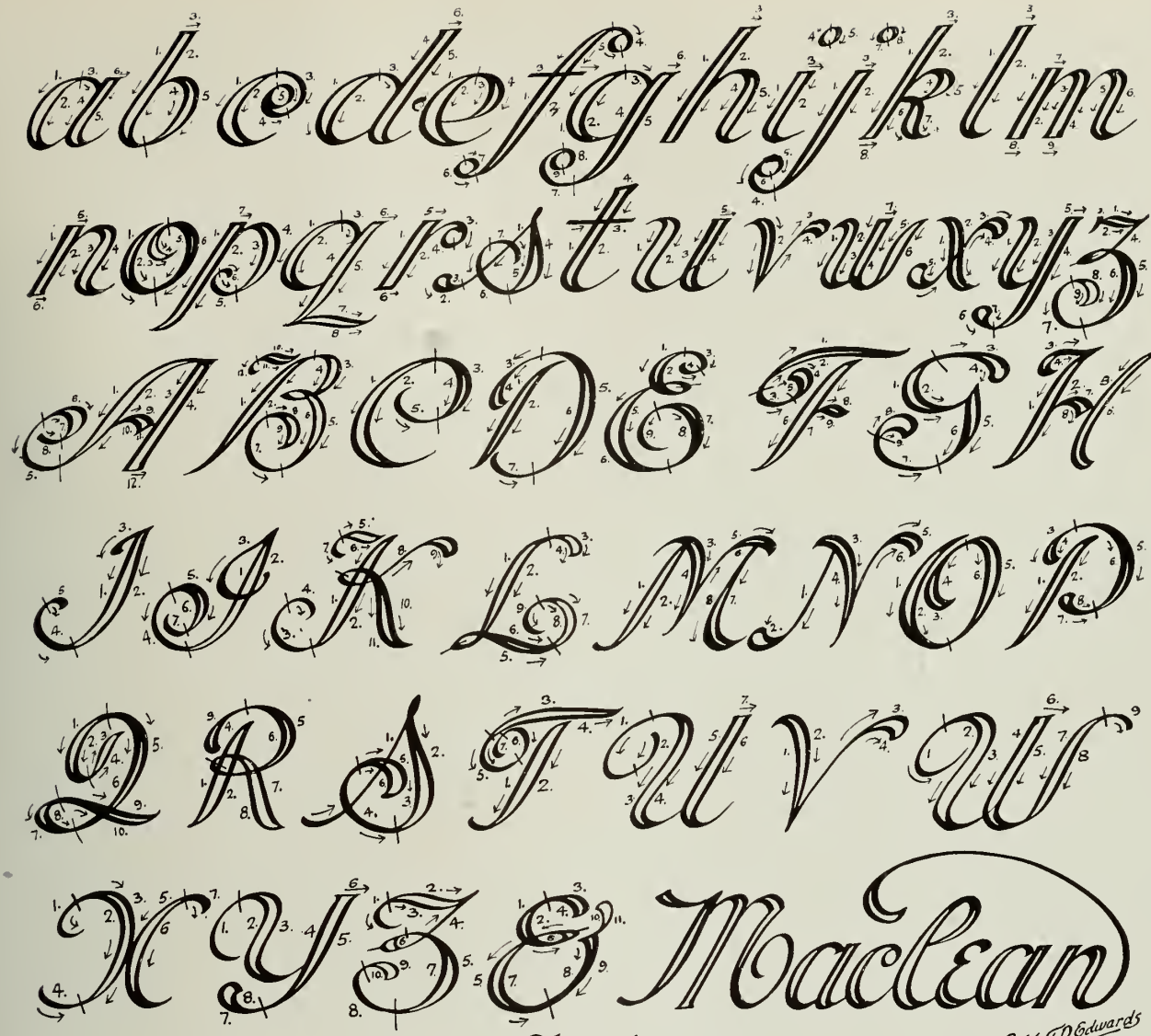


Chart 19

To make "m," a nice swinging letter, care must be taken to get the six main strokes all at the same slant.

"n" is of similar formation and needs much practice.

"o" is composed of six separate strokes. This letter needs practice.

Strokes 3 and 4 of "p" are the same as 5 and 6 of "o."

Note the sameness in the formation of the "q" and "g." The only difference is in the lower section. Practice strokes 7 and 8 often.

"r" is simple letter, but you need to pay attention to strokes 3 and 4.

"s" is the stumbling block for many amateurs. Note where the cross bars mark the beginning and ending of strokes.

The curves at the lower ends of strokes 1 and 2 of "t" and "u" appear often throughout the alphabet and need much practice.

You will experience difficulty in getting the "v" at the right slant. Practice counts.

The "w" is of similar formation to the "u" with strokes 5 and 6 added. This letter requires a great deal of practice.

The "x" is completed with five strokes. As these strokes do not appear in other letters it is necessary that you give them an extra amount of practice.

The "y" is a very graceful letter and works in nicely with others.

The "z" is composed of nine curved strokes. This letter is not used as much as the others but its formation should be learned.

Upper Case

The upper case script shows more curved lines than does the lower case. For this reason all upper case letters should not be used for making up a word. No more than one must be used to each word and that at the beginning.

A shows a nice combination of strokes in 1 and 2. Practice well the diagonal strokes 3 and 4.

B is composed of all curved lines. This is one of the most difficult letters to master and requires a great deal of practice. All those strokes on the right side of the letter need special attention.

"C" is a five-stroke letter and is not unlike the lower case "c." All its lines appear in other letters.

"D" is another all curve letter. Strokes 5 and 6 should be practised many times.

The "E" shows a variety of curved lines which when made correctly form a very graceful letter. Practice often.

The upper part of the "F" requires a lot of hard practice. This is the first time these strokes have appeared.

(Continued on page 50)

SUITS & OVERCOATS

SOME NEW SPRING CLOTHING MODELS

Pinch Back Will be Big for Boys in 1917—Some Semi-Military Effects — A Word on Overcoats—Hot Weather Clothes For Next Summer.

STYLES which will be in vogue next Spring are becoming well defined. Samples are now made up by many manufacturers, and already some travelers are on the road with these. More will be out by the time this issue of MEN'S WEAR REVIEW reaches your desk.

There is one line of samples, however, which is almost certain to be shown for Summer 1917, and which is not yet ready for the trade—this is a line of hot weather suits.

Hot Weather of Value

The past season with its excessively hot weather, did a great deal to popularize the hot weather suit among Canadians. Sweltering on the hot pavement of the city is certainly conducive to making one look with favor upon Summer suits, light in weight, attractive in other ways, especially when it is known that such a suit may be purchased at an exceedingly reasonable price—a price which makes it well worth buying for the two or three months for which it would be a suitable garment in Canada.

One of the new "pinch back" overcoats—a model shown by College Brand Clothes Co.

The manufacturers are, it is learned, going to make up more of these hot weather suits for 1917, than they ever have previously. The daily papers have been advocating more sensible hot weather apparel. The large number of Americans who visited Canada last year—other points of Summer travel being largely cut off—wore these Summer clothes so extensively they did their part to popularize the line. Indeed it seems this will be a line of clothing which next year will enable the men's wear dealers to get a good share of clothing profit during the dog days.

Samples Not Yet Ready

But, as has been said, the samples are not ready yet. It is doubtful if any will be shown before the new year.

The weather of 1916 has undoubtedly paved the way for a big demand for this Summer clothing in 1917. The weather man, indeed, has helped the clothing business in many ways. The merchants are saying the weather could not have been better had it been handpicked. The Summer was hot, and now Fall has turned cold at an early date, doing a great deal towards stimulating the demand for Fall overcoats.

In view of this, merchants will be interested in the styles of Spring overcoats which are now being shown. Some of these lines will, of course, be ready for immediate delivery, and if a buyer wants to get in stock to sell this Fall he can probably do so by hurrying in with his order, and asking the earliest possible delivery.

A Striking Model

One line of overcoat being shown is rather fancy, it has vertical pockets with buttons and button holes. It is single breasted, has soft roll lapel, and a pleated back, both below and above the belt, which is in a two-piece design. In addition to the pleats above the belt there is a little pleat on each shoulder. This particular model is rather extreme, but, by that is not meant loud. It is unusual, that is all, calculated to make the wearer noticed.

A model considerably more conservative has narrow padless shoulders, a two inch cuff on the sleeve, soft roll lapel, three buttons with a single-breasted arrangement; patch and flap pockets. The collar is of velvet. This model is one-eighth lined in fancy silk. It hangs beautifully from the shoulders, is indeed a splendid model—one which might almost become a staple. It seems certain to have a big run.

Another model which MEN'S WEAR REVIEW saw and liked, has the raglan shoulder, two inch cuff, and a

(Continued on page 50)

SPRING STRAWS UP $1 TO $1.50 PER DOZEN

In Some Cases Substitutes are Provided But Generally Not—One Firm Has Cut Off Discounts—Felts Getting Very High—English Labor Up 33 1-3 Per Cent.—Panamas Lower

OUR senses sometimes become so numbed by a series of startling events or disasters to such an extent that minor ones occurring later have little effect upon us. Probably that is why any further announcements of increased prices are accepted with helpless indifference. It will not surprise anyone who has been following the markets that late in September word was received by a number of firms of advances in felt, and also in straws, that will carry both lines up to a pretty high level for Spring deliveries. An advance of 10 per cent. was announced by one of the large felt firms in England, which followed one of six weeks previous of 10 per cent., and another within a month before that of 5 per cent. In this firm's line, during the past two years, the advances will total close to 60 per cent.

A Canadian firm of importers cabled a late order for Fall delivery, and this was accepted at the regular rate. Two days later they sent out another, and they had to pay the advanced price. The labor situation in England promsies to be responsible for still further advances very shortly in the hat industry. THE REVIEW was shown a letter from one of the largest mills which read as follows:

Employees Demand 33 1/3 Per Cent. More.

"I beg to advise you that those employed in the hat industry now demand an advance in wages, no less than 33 1/3 per cent., which will have to be met, possibly coming into force October 1st. I have more orders on hand than I shall be able to execute by that date, therefore, I cannot accept any further indents at to-day's prices, and must ask you to advance my quotations another 10 per cent.

"I can only impress upon you once more the advantage of customers placing their orders well in advance, as the longer they delay,"—etc.

No More Felts Until November 15

A United States firm stated that they could not deliver any more felts until November 25th. This firm makes over 200 dozen a day, and they realize, of course, that by this time the Fall season will be over, and their letter means that they cannot take any more Fall business.

They write in part as follows: "As to delieveries, we have refused to accept several thousand dozen orders during the week or past ten days because of our inability to deliver any part of them before November 15th, at which time the season will be practically over."

Some Lower Priced Lines Withdrawn

Another large importer as well as dealer in Canadian hats, stated that straws would average from $1 to $2 a dozen higher for next Spring than they were this season. One firm that did most of their business at $13.50 and $14 have withdrawn both of these prices and in fact have withdrawn the lines of hats which they produced at these prices, and have raised their $15 line to $16. This is the cheapest that they are now bringing out. Fancy edged hats are particularly new.

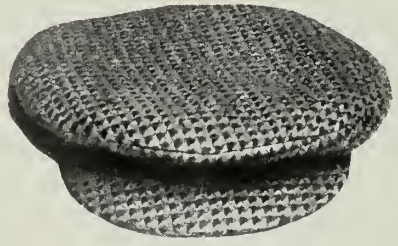
Another line that would not be worth more than $10 last year is up to $11.40 this year.

English wool hat prices have been advanced about 75c per dozen.

In caps, tweeds are very high for Spring and will probably be up about 20 per cent.

Cutting Off 5 Per Cent. Discounts

One firm has adopted the method that many other manufacturers have of cutting down the discounts, another way of raising the price. For instance, a line that was $13.50 last Spring is still $13.50, but net, in place of the regular discount of 5 per cent. A line that was $18 this year is $17.50 for next, but 5 per cent. discount is off, making a difference by an advance of about 40c for next year. In other cases the advance runs about $1.00 or $1.50 a dozen, a line at $15.50 being raised to $16.50, and one at $16.50 to $18. This covers on an average the amount of advances that have been brought into effect. This applies to straws only.



A new Fall and Winter model in a green and black diagonal design. The top is one piece, and the lining of satin with sweat band—shown by The Boston Cap Company.

Drop in Panamas

The only promise of easier prices is in panamas. The reason for this is on account of the establishment of Canadian manufacturing branches by two large United States firms, one opening up in Toronto very shortly and the other in Montreal. The duty on panama hats up to the present has been 35 per cent. with the 7½ per cent. war tax, while the raw material has to pay only 7½ per cent. leaving a duty of 35 per cent. now to the advantage of these two new manufacturing concerns. On this account prices announced already will be considerably lower.

STYLES FOR SPRING

Greys Again Strong in Felts, and the Sennit an Easy Leader in Straws—Narrow Braid Owing to High Prices

IN SOFT hats for Spring, early indications are that pearl, and indeed all shades of grey will be quite as strong as they have proven this Fall. There is some idea of brown coming in, but that is very difficult to tell at this moment. The dye troubles are still with us, although not in so acute a form as they were a year ago, as improvements are being made both in England and the United States.

The sloping wide brims that are proving so popular this Fall are likely to continue for the Spring, and most of the samples seen by THE REVIEW were of this character.

Narrower Braids or Welt Brims

There is one point that will make itself apparent in the soft hats, and that is the difficulty in getting braid for binding. This is compelling the makers to use a narrow binding, and very few hats have the wide. A great many have welt brims instead of bound.

The Sennit Again For 1917

The early samples of straws for next Spring that are to hand when this article is being written indicates the continuance of the supremacy of the sennit and the likelihood at this early date is that it will continue practically as strong as during the season of 1916. A few firms are turning out some new lines of split straw mainly, it is believed, as a feeler, but as far as the trade has been approached yet they have kept to the sennit.

Not Much Wider Brim in Canada

Some United States firms report a demand for a little wider brim, 3⅝ inches, with 3½ a very common one, but it appears that Canadian buyers will be more conservative and keep to 3⅜.

In the case of caps a number of substitutes for tweed have been brought out to meet the old schedule of prices. Silk caps promise to be good both in the golf style and the stiff back.

Tie-up in Freight; Shipping by Express

The freight situation in Canada is affecting seriously the deliveries of Fall hats. One Canadian firm who do a large import business told THE REVIEW that the factories were turning out their goods better than they had since the war started, and shipments across the ocean were fairly good, but when the goods reached Canadian ports there was a long delay owing to the railways. One large shipment of hats took exactly 29 days to come from Montreal to Toronto by freight! As a result of this, they themselves were sending out every shipment by express instead of freight, as they were afraid if they did not the goods would not reach the dealers until the Fall season was over. This, of course, means an extra cost to the retailer, but probably under the circumstances he is quite willing to meet it. How serious this is may be judged by the fact that the express charges on hats to the Pacific Coast amount to $14.00 per hundred pounds.

KNITTED GOODS

30 YEARS' EXPERIENCE SELLING UNDERWEAR

Manager With Tape Line Makes Sure of a Good Fit in Separate and Union Suits—Some Makes Require 40 for a 38—Watching Complaints and Choosing Mills Accordingly.

CALLING on the manager of an underwear section THE REVIEW found him with a "grouch" on. Not a serious one, nor one that would be vented on any customer, for he had himself too well in hand for that; had the backing of 30 years of selling to guard him against any such weakness. But he had met a customer who had a complaint about a suit that he had bought a couple of weeks before.

Where the Laundryman Goes Scott Free

The great trouble about this suit was that it had shrunk, and now would not fit the man properly. The buyer looked at it and found that the real difficulty was that it had been washed poorly, and that a great deal of soap had been used. But the customer would not accept this and to satisfy him another suit at a reduced price was given, while the head of the department would do his best to get a refund from the mill.

This is not the point so much as the fact that, as he pointed out, anyone whose shirt is torn around the neck blames the laundryman, and so for the one whose collar becomes frayed at the join in front, but whenever anything happens to his underwear, it is not the laundryman but the store that is blamed. However, this is a condition that, of course, could not be remedied, and the policy always was that a customer who had any sort of a claim should be satisfied before he left the store.

Measures Everyone For Underwear

Then we passed on to his selling methods. One of the points on which he insists, and instructs any clerk who may be working with him, is that a good fit be ensured to every one who buys underwear. He had his tape measure in his hand when THE REVIEW called and this seemed to be an inseparable companion. Everyone who wanted to buy, who did not object, was measured; in the case of a

separate garment, the chest and length of the leg, and so on, while for the union suit, from the shoulder down under the crotch and back.

Test Sizes of Different Makes

There were two reasons for this, he pointed out, one was that very few men really know what size they do take and even if they do remember, the chances are, many of them have been wearing a suit too small, for years.

Another reason and one to which not enough attention is paid by men's wear dealers, not only in underwear but in other lines as well, is that the standard of one firm is different from that of another. This man of long experience said that in the case of a certain firm's shirt, if a man called for an ordinary 38 size he would give him a 40, and in another line, he would even go as high as 42. Most of the lines could be depended on for size but not so the others, dependable merchandise though they were so far as the wear was concerned.

Every merchant knows that there is often a difference in the sizes of an English compared with a Canadian, or an English and an American suit or hat, but they have not worked this out in actual selling to such an extent as to test these for themselves and then to see that a customer understands why he should take a 40 instead of a 38 in one case, or a 7⅛ instead of a 7 in the other. This is one case where the size given by the customer should not be allowed to interfere with his best interests,—the securing of a perfect fit.

Customers' Reports Decide his Buying

This same buyer stated that he followed very closely the experiences his customers had with the various lines of underwear and very often decided which firms he should give an order to by the fact that the one's goods fitted uniformly while the other's did not. This undoubtedly is the wisest policy to adopt, but we would suggest for the advantage of the manufacturer himself and the development of the industry in Canada, that information about defects should be sent the mill by the retailer so that they may improve upon their present turnout. There are few manufacturers who are not anxious to learn every instance of a complaint about their goods by the trade or the public.

65 Per Cent. Union Sold

THE REVIEW was curious to learn what progress was being made by the union or combination suits. We were surprised to hear from this last dealer that this had now reached 65 per cent. of the total sales, having passed the 50 per cent. mark nearly two years ago.

While making the statement, with which experience is rendering us familiar, namely, that any one who buys a union garment will never go back to the separate ones, this buyer held that for older men merchants might find it better to advise the two pieces, as these were warmer, and a better protection to them if they had kidney or other trouble. For the younger men he believed the dealer would be wise to advise the combination suit for satisfaction.

No Boys' Unions at 50 Cents

In the underwear market it is figured that for the next Fall season boys' heavy union suits will have to be priced at $4.25 a dozen at least, against the price for this year of $3.50 to $3.75 a dozen, says a New York report. This will remove them from the 50-cent retail class.

Heavy advances in Fall underwear are being announced by United States mills, as so many are months behind in deliveries and no improvement is in sight. Worsted garments, for instance, selling before at $8.25 and $8.50 a dozen are now priced at $10.50.

FROM 50 to 65 or 75?

Retail Advances in Underwear for Spring Likely to Follow Standard Lines Rather Than Odd Prices

ACCORDING to the present views of leading men's wear dealers next Spring will see a radical advance in retail price of lightweight underwear. It is only now that any material advance has taken place, due, as has been explained before, to the rapid advance of late in the price of cotton, and also to the difficulty in securing labor and the high price that is demanded by all workmen.

One well-known retail dealer stated definitely that he had decided upon advancing his 50-cent. line of underwear to 75 cents for next year, owing to the advance in prices for Spring goods. When the intermediate price of 65 cents was suggested he said he did not think that this would be considered. The only advance there could be from 50 cents would be 75 cents.

Hosiery at 65c Not a Precedent

He admitted that he was selling in hosiery for 65 cents a line that formerly sold for 50 cents, but did not think that the odd price would be popular in underwear. The dollar goods he would advance to at least $1.25.

"Of course," he added, "there are always lines on the market of inferior quality which we could sell at 50 cents, and others to sell at $1.00 and so on, and we will have to stock these for those people who are not willing to pay the higher price. This is only for a small portion of our trade, however, for the majority will be willing to move up to the advance in order to retain the quality which they bought before. There is a chance, he went on, that we may go in for a 65 cent price, but only under exceptional circumstances, that is, if those around us generally accept this price."

Bought This Year's for 1917

Another firm had gone into the market early last Spring and had bought goods one year in advance, foreseeing the rise there would be in cotton which had already shown itself in cotton dress goods, as they were aware the result was that they had contracted for next Spring's stuff on the same prices as were ruling for last Summer, and when THE REVIEW called there was a big pile of lightweight underwear on the floor. The manager said that this was next Spring's stuff and he had just written to the mill asking it to take this back and hold it for several months as he did not want the whole order delivered at once, but he did not think there was much chance of this, and was willing, of course, to accept delivery now considering the prices he was getting.

For those who have not been forearmed the advance will be necessary and the chances are that this firm itself will take advantage of their foresight, though in order to get a hold on down-town trade they may for a time continue next year to sell at this year's prices.

From newspaper clippings it would seem that an impetus has been given the cadet movement by reason of the war. A number of corps are now forming, some of these asking tenders for uniforms. This seems a case where men's wear dealers might get a lot of business, could they get in touch with their high school authorities, and arrange to supply these uniforms, taking measurements, etc., where this could be done it would be profitable in a number of ways, not only from the immediate money standpoint, but because it would bring young men to their stores, who are getting near the age when they are of great value to a clothing and furnishing house.

IN BETTER GRADES ONLY ARE COLORS SURE

Manufacturers Realizing This, are Pushing Hard on the Higher Priced Ranges—Variety in Lower Priced Goods Greatly Reduced — Improvements Made in Shirts in Last Few Years Reviewed—Soft Collars Gaining More Friends

GOING about among the shirt manufacturers' showrooms, causes one to wonder, how under existing conditions—when dyes are so costly and unsatisfactory—the buyers have been able to secure the splendid ranges which their travelers will now be offering the trade. Nevertheless it is very apparent that the range to be shown during the coming weeks will not be as full of novelties as in some former years. Of course this scarcity of novelties is in large measure due to the difficulties in connection with dyes, but it is also a fact that these novelties are brought on to stimulate trade, and as things are at the moment, trade does not need stimulation to anything like the extent which has been the case in other seasons.

Pushing Better Range

On the other hand there is noticed a tendency on the part of manufacturers to show a much better grade of shirtings than in any season. The old cheap lines are still to be had—that is evident—but manufacturers do not pretend for a moment that these goods are anything like what they used to be in quality, and they are urging their travelers to bring this point strongly to the attention of the retail trade. It is generally felt that every retailer who sells a cheap shirt this Fall or next Spring will be running the risk of piling up trouble for himself. There simply cannot be any assurance that the colors in these cheaper lines will give perfect satisfaction, and if they do not there will be many dissatisfied customers.

With the general prosperity which is being experienced at the present time, there exists no real reason for selling the cheaper shirts. Some dealers have already proved beyond doubt that their customers are willing to pay $2.00 instead of the $1.50 which they formerly considered a regular shirt price.

"I simply tell my trade," says one dealer, "that because of high cotton, scarcity of dyes, and the poor quality of the available dyes, that in the dollar fifty range the material is nothing like it used to be. I tell him on the other hand that for $2.00 he can get a shirt somewhat better than formerly—a shirt which is sure to give him satisfaction. Never yet have I had a man refuse to make a purchase. Of course I have only been adopting this policy for a few months, but I certainly intend to keep it up.

As has been said there will unquestionably be a $9.00 shirt shown to the trade in the coming months. It will be remarkable value, conditions considered, but it is not going to be pushed eagerly by manufacturers. They do not regard this shirt as the soundest value.

The $10.50 shirt will again be sold largely, but not in as many lines perhaps as even a season ago—certainly not in as many lines as in 1915.

Will Play Up $12.00 Range

A $12.00 shirt will to a large extent take the place of this $10.50 range. It will offer considerably better value than the $10.50 priced shirt, and this is the range, in the cheaper priced lines, upon which manufacturers seem ready to make their big play. They have confidence in this shirt.

As an indication of the way the cheaper lines have been dropped by manufacturers for Spring the case of one concern might be cited. At present only twelve ranges of $9.00 shirts are being shown, while formerly this factory had about fifty ranges at this price.

An advance is noted in the $13.50 shirts which is now quite largely being sold net instead of at the usual 3 per cent. discount.

$15.00 shirts tend up to $18.00.

Above this price changes are not so noticeable, for calls are more easily obtainable in these better goods. It seems very certain that silk lines will again be in great favor for Spring, both in highly colored styles, and in the plainer tint. Also in plain white. Many of these shirts will be sold with the silk front only, but there seems a growing demand for the entire silk shirts with the soft french cuff.

Expensive, But Long-Lived

Naturally this is a costly line, but the shirt, if properly laundered, has long life and in the long run is not anything like as expensive as it would seem. Moreover as has already been stated, and as is proving more and more the case, men have the money at the present time and are willing to spend much more for clothing than in former years. Perhaps this is partially because they are more and more being educated to the advisability of being well dressed. So far as is known Charley Chaplin is the only man in the world drawing a huge salary because of wearing the clothes of a tramp.

The sport shirt is still very much a problem, and it begins to seem that there will be a large number of these sold during the coming Spring and Summer. While the shirt has been given a set back in some districts because it has been used for occasions other than those for which it is intended, it has yet met with very considerable favor and dealers feel that many of their customers will want this line. Some splendid models in this style are being

turned out, and it begins to seem that this will become a staple—having its regular demand for Summer wear, just as the old outing shirt became a staple and is in demand no matter how many new styles come in.

Importance of Laundrying

Manufacturers have been hearing a good many complaints about shirts being spoiled in the laundry, and have been making investigations along lines which it is hoped will reduce the possibility of such damage. Some are considering the possibility of making a soft collar band instead of starched collar band. On the silk shirt this seems to be working very nicely, though other manufacturers feel that the stiff collar band is better even here—as it gives more support to the collar.

It is a debated point as to whether a soft collar band would be suitable for use with soft collars. The consensus of opinion seems to be that the stiff band is needed for these collars. However, this experimenting will almost certainly be of value to the trade as some point in which a further improvement can be effected is sure to come up.

Improvements Enumerated

As indicating the number of improvements in a shirt which has come about in the last few years, the following, taken from a letter dealing with the $9.00 shirt, is inter-

Some Spring showings. Above, one of the new sport shirts, and a Summer weight suit of pyjamas, both from the Williams, Greene & Rome Co.'s range.
Below, one of the silk shirtings being shown by Tooke Bros.

esting. This letter, by the way, was prepared by a manufacturer when the $9.00 shirt was a bigger factor than it is at the present, it indicates, however, the advance in finish and style not only in this one range but in practically all shirts.

Some years ago the market bought a shirt at $9.00, which at that time was considered good value. We have

Four Spring Shirtings in silk and mercerized finish, being shown by The Crescent Manufacturing Company, Montreal,

one of these as a souvenir and any time you are in we will be glad to show it. To-day a haberdasher would not think of paying $6.50 for the same article. Why? Our $9.00 shirt to-day has added the following:

"COAT STYLE—adding expense in material, cutting and making.

"4 BUTTONS—adding expense in extra button and buttonhole.

"OCEAN PEARL BUTTONS—adding difference of expense over the fresh water buttons.

"FINER STITCHING THROUGHOUT ENTIRE SHIRT—adding thread and making.

"LONGER SLEEVE PLACQUET—adding more thread and making.

"EMBOSSED EFFECT ON EDGE OF CUFF—adding in making.

"MATCHING OF CUFFS AND FRONT—adding material and time in making.

"PERFECT HEM—adding expense in making.

"ELIMINATION OF FLAWS IN MATERIAL—adding expense in cutting and material.

"SCIENTIFIC FIT—adding expense in new patterns and cutting.

"These are a few items in the making only. The laundry expense has increased by better starch and starching; uniform and better ironing; even replacing the metal with the agate stud and inserting cardboard.

"The price of boxing also has advanced 25¢.

"These extras alone are sufficient to wipe out the former margin of profit on the $9.00 shirt. However, the manufacturers had to contend with an increased wage, and a continuous advance in the price of cottons. Some of the well-known American shirt houses estimate a loss of 57½ cents on every dozen $9.00 shirts turned out. Do you wonder why we talk $12.00 and up? Our work is too good to go into a cheap article."

It will be noticed that advance in laundry expenses, boxing, and in the price of labor, is referred to here in terms of before-the-war conditions—or of conditions which immediately followed the outbreak of war. Remembering this, and considering the other points brought out in this letter, the difficulty of making a decent $9.00 shirt at the present time will be readily understood.

Soft Collars Still Gain

There seems no doubt that soft collars are gaining friends every month. From every hand it is learned that more of these are being sold this Fall than were at the same season a year ago, and very evidently many men intend wearing soft collars for business the year round.

This may be due to familiarity, which in spite of the proverb really breeds content. But as well as being more used to soft collars now, men are also getting these in a wider range of styles. It is therefore easier to select a style which is suitable, and which gives perfect comfort. Moreover, soft collars are now made in much better material than a season or two ago, and therefore appeal more to the well-dressed man.

Soft Collars Shrink

By the way, there has been some debate as to the procedure merchants might well follow in marketing collars. There is no question about it, a soft collar has to fit pretty snugly to look neat. Nevertheless, a soft collar will shrink in the washing. Manufacturers say that no matter how carefully they pre-shrink the goods this shrinking after the collar is made up will take place. They say that to be on the safe side the merchants should tell each buyer of the soft collar to get this a quarter size, or even a half size, large. The collar of course will then look a little sloppy as put on, but will be all right after being washed. The proper method, perhaps, would be to take the buyer into one's confidence fully, and tell him it would be worth getting the collar washed before wearing it at all.

TURNING OUT THE SHIRT YOU SELL

Steps in Manufacture Traced—The Ordering of Goods a Problem — Great Ingenuity Shown in the Cutting—Both Machine and Hand Work Important

MEN'S wear dealers and their assistants probably have a much better general idea of the steps by which a shirt is produced than they had, for instance, of processes in felt hat making, before these were described in the September issue of MEN'S WEAR REVIEW. Certainly more is known of shirt construction by the general public than of hat making. Shirts have been made in many homes. A felt hat, on the other hand, is not a thing which can be produced without machinery, and without thoroughly competent labor.

But while this is so, there are problems facing the shirt manufacturer little dreamed of by many who sell shirts, much less by the careless wearers; there are complex operations to give speed of construction; there are safeguarding examinations to the end that the flaw which is sure to exist in every fabric will be discovered, and that a shirt with such a flaw will not go to the merchant, and from him to the shirt wearer.

The Modern "Song of the Shirt"

It will be well worth telling the story of a shirt here—the modern "Song of the Shirt," so entirely different from that tale of tears and tawdriness of which the poet wrote.

Perhaps some of the early problems facing the manufacturer may be dealt with first, then the actual steps in the making can be described—though to cause these steps to stand out clearly is far from an easy task—the operations are so many, and the progress of the shirt, or part of the shirt, from operator to operator, so rapid.

Manufacturers, of course, order their shirtings far in advance. Very shortly, indeed, goods for Fall, 1917, will be purchased. Indeed some of the staples which will be then used are already on order. The buying is done from small feelers. Indeed often the best patterns are ordered from small pen and ink sketches only.

These orders are placed with Canadian firms, and firms in England and the British Isles generally, Japan, France —and until the war from the old French province of Germany, Alsace and Lorraine. Arrangements, of course, have to be made to get some sample pieces through early, so that the manufacturer may show his new ranges to you—the retailer. The balance comes through considerably later, just in time, indeed, to be made up for delivery.

Why Repeats Not Always Possible

Understanding the foregoing makes it clear why sometimes repeat orders cannot be filled. A manufacturer orders a certain yardage of one pattern. The samples go out, and from the orders he makes up the shirts—makes up a certain percentage—more than have been ordered perhaps. But there is a limit to the cloth, and this limit once reached a merchant simply cannot be sent any sorting lots.

Good reason here for placing ample orders for the desirable novelties at the earliest date. Though the samples are perhaps shown in January, and the Fall novelties will not be made up by the manufacturer until June, still ordering in January is advisable to the end of making sure of deliveries. If the pattern does not prove popular, sorting orders could quite likely be filled in August or September; but if it does turn out a winner the chances of securing many dozen then would be very slim.

Those "Different" Shirts

A dealer sometimes likes a little different style of shirt from that shown by the travelers. He may, for instance, want lounge collars, with a shirt which the maker has not planned to make with these. This dealer's order comes through, and in the great majority of cases, probably, it is accepted and filled. But the special request kills off all profit. It means an exception has to be made—the factory routine of cutting and making, broken up. Such orders are eagerly avoided by the traveler who has his firm's interests at heart.

Shirts for Average Man

Shirts, by the way, are made for the average man. The normal man stands beautifully upright. Not so, alas, the average man. His work, his habits have stooped him somewhat. There is a droop to his shoulders, and to this stoop, and this droop, the shirt has to conform. Of course there is considerable roominess to the garment, enough to permit its fitting men of slightly different stoops and droops, but strangely enough it may be the perfectly built man who is particularly hard to fit.

Problem of Sleeve Lengths

The question of sleeve lengths has considerably increased the problem of the shirt manufacturer. These sleeve lengths are not generally understood by shirt wearers, and not always by those who sell shirts. Now a pattern comes usually in three shades, say helio, black and blue. It is packed in this way, and if the sleeves are graded 32, 33, 34, they must be graded by boxes, not by shirts in the box, for if that were so it would be quite possible for a customer to select a pattern which suited him, but in a sleeve length which was unsuitable. Many feel that the sleeve length question is being overdone—that better satisfaction could be given all round if merchants stocked a good average sleeve length, say 33, with perhaps a few larger sizes. To give a man a sleeve slightly long is no great crime. Easily that can be adjusted. To give a sleeve too short, however, is more serious.

Where Losses May Arise

As with all lines into which fashion enters, there is room for big losses in shirts, from the manufacturing end perhaps more even than at the retailing. You remember the mushroom tuck, for instance. That required the installation of special machinery, and meant skilled operators working these new machines at a much slower rate than they could run those to which they had grown thoroughly accustomed. Just as it became possible to get the best out of the machines the mushroom tuck lost favor—away, therefore with the special machines; away with the value of the skill the operators of these machines had acquired.

Getting to the actual process of manufacture, after cloth had been secured and is in the factory, it must be noted that the steps vary; but speaking generally, the best method of doing each part of the work is here described.

The neckband of a shirt is of course one of the most important parts, and the material going into this, whether it be white or colored, is soaked in hot water, so many pieces being put in a large vat, then a board of shape similar to the inside of the vat, is put in. This board has spaces which allow the water to circulate freely. Upon this perforated board more neckband parts are placed, and so on until the vat is filled.

As well as the neckbands, the interlinings of the cuffs are shrunk in this way.

The Work of Cutting

Leaving the collar band, consider for a time the body of the shirt.

The goods from which the parts are to be cut is spread out on a long, solid table. Two things are peculiar about this step, one the way in which the spreading is done, the other the table itself. This cutting board, as it is called, is made of end wood—that is of bits such as are seen in the top of tree trunks. The cutting is neither done with the grain or across the grain. This peculiar construction of a cutting surface, formed from the conjunction of many bits of end-wood, is suitable for this work in the first place because the board does not chip, secondly because curves can best be cut upon this surface.

Spreading the Cloth

The cloth is spread practically the full length of the long, narrow table. Then to this fold another is added. Then another. Sometimes the spreading is done by hand, sometimes a spreading machine, which travels along just above the table employed. This varies in different factories. In fact both machine and hand spreading may be used in the same factory.

Also there is great room for difference in the number of folds of cloth which may be spread on the table for cutting. Sometimes there may be only one dozen folds. On the other hand, when getting the information for this description, MEN'S WEAR REVIEW saw 132 ply of flannelette being cut for pajamas. One hundred and thirty-two cloth thicknesses being cut into one hundred and thirty-two parts for 132 pairs of pajamas, at one time, and by one operator. In this case, of course, an electrical knife was used.

Use Up Blades Rapidly

Where hand-cutting knives are employed—and they are in large favor, many claiming these are best for the finer operations—a change of blades has to be made at frequent intervals. A six-inch blade, for instance, wears out in three weeks, so often must it be sharpened by the operator. When a blade is through another is fitted to the special knife handle—that is all.

By the way, where machine cutters are employed, the cutting operation is on smooth board, as the knife travels best along this surface.

There is considerable waste cloth as a result of this cutting. These bits are carefully kept, sorted and sold to rag dealers, or to the paper mills.

Great Skill Evidenced

The various parts of the shirt, the arms, the cuffs, the body, are cut as has been outlined. But it is impossible to explain the craftsmanship by which the cloth is made to yield the largest possible number of parts. This is a matter undecided by rule. A skilled cutter will use his cloth to better advantage than one less skilled. He will get more shirt parts and have none skimped in the least.

But the cloth once cut, the different parts are taken on to the department where skilled operators on power machines begin their step in the work of shirt building.

Before these shirt parts go to the sewing room, however, a certain yardage of the material is put away to be used later for repairs.

Repairs to a New Shirt

Strange it is to think of repairs being necessary before a newly made shirt is sent out. Yet such is the case, being the case simply because there is a defect in ninety-nine pieces of cloth out of one hundred. The shirt, it must be known, is examined three times on its way through the best factories. Let a flaw be discovered in a sleeve, and a new sleeve is made from the cloth kept over for just such a purpose. Yet for all the checking, inspecting and repairing, a shirt with a defect will occasionally slip through and go out to the trade. When you find one of these in your stock though, do not think that some operator in the shirt factory has failed. Defects which necessitate repairs have been carefully noted, and the knowledge gained has made it very clear that in more than nine cases out of ten repairs necessary before a shirt leaves the factory, are necessary because of some flaw in the cloth—not because of careless or inexpert work.

Extremely difficult is it to outline the machine operations by which the shirt parts becomes the shirt you sell. The machines are so very complex, the work so swift.

The Machines at Work

Here is a machine sewing on the facing which goes on the inside of the plaquet, turning in both edges as it stitches.

Hard by another operator and her power machine, hems the shirt, putting in the gusset where this shirt divides, as she goes by one side.

Another operator works on the sleeve—yet another on the cuff—and another still sews the cuff to the sleeve. A much more complicated task this than it sounds, for the plaquet must be long enough to permit the cuff's being laid out flat to iron. This plaquet is sewn by a double needle machine, which has also had different folders.

Double Needle Work

It requires a double needle and double folder machine to put the plaquet or box pleat down the front.

The yoke, being put on the back part of the shirt body, has to be so sewn as to leave some gathering over the shoulders—this to give the necessary fullness.

Matching the Patterns

A two-needle machine joins the sleeve and the body—an intricate operation, for the cloth must not only fit properly as sleeve and body, but the pattern on body and yoke must join properly the pattern on the sleeve.

This matching of patterns requires the most careful watching. In the cuffs, for instance, the goods must be so cut and made up, that the pattern on each will be an equal distance from the edge.

The sleeve, by the way, is joined to the body before either is sewn up to form the greater and lesser tube into which men used to wriggle with more or less agility, before the coming of the coat shirt made dressing quickly a matter of small credit.

The neckbands usually are sewn on the shirt, soft. First they are run on—then turned over, then stitched again.

Adding the Buttons

At this stage the shirt goes to a machine where a number of pegs are adjusted at certain distances. This machine marks the exact spot for button and buttonhole. An operator with a buttonhole machine then sews the buttonholes, and cuts these open—all in one rapid operation. On good shirts there will be, roughly speaking, twenty-six stitches on each side of the buttonhole, and eight forming the bar, at each end. Sixty-eight stitches per buttonhole, and the entire number required are made while one perhaps counts forty.

Speaking of stitching, it might be said that factories which set a high standard insist on having as a minimum sixteen stitches to the inch in every part of the shirt. At many parts, and in some shirts in all parts, the number of stitches per inch is much greater. As will be inferred, these power machines are speeded up very high, some will

(Continued on page 56)

NECKWEAR

BIG RUN ON 25c. LINES FOR CHRISTMAS

Dealers Find in Them More Snappy Patterns and Ampler Shapes—Public Willing to Pay for Better Quality Goods—Are Silks Ready for a Decline Soon?

REPORTS from manufacturers and also from those retailers who have given orders thus early for their Christmas stock as well as for late Fall orders are encouraging so far as the outlook in ties is concerned. While, of course, the 50c tie will continue to secure the bulk of orders and be sold more than all others combined, there is a very promising increase in the number of orders for the 75c line, as well as those at $1.00. The $1 line, of course, has always stood for the more exclusive trade with the 50c line as the popular one, but in a great many cases this popular price will be raised to 75c.

Much Rests With the Dealer

The reason for this is given in various ways. One is that the dealer himself, having decided that he cannot get good value at 50c or attractive patterns and therefore going into the 75c line more heavily, will push this, and whatever line as a rule a dealer starts to push has very good prospects of being sold in preference to another line on which he is holding back. Another explanation is that the public themselves are willing to pay the higher price, realizing through the numerous heart-breaking experiences in eatables as well as clothing, that they must pay more now for the same quality than they did before, and once a thing is rising it seems to matter little whether it goes up 10 per cent. or 20 per cent. as far as the public is concerned. They seem to give it up as a bad job and take it.

Price Up From $4.25 to $5.50

One of the reasons, however, why the dealer is going more after the 75c line as a leader, is that a great many of the patterns that were sent out last year at 50c selling at $4.25 a dozen, are up now to $5.50, $6.00 and $6.50. A good portion of the snappy lines are included and in order to get a stock that will show up well and compare favorably with last year's the dealer will be forced to the higher prices. It might also be added that some makers are using more ample aprons in the 75c lines than ever, so that they show up better in the windows and inside in the cases and will entice the public as they have the dealer himself.

Tie Manufacturers Well Stocked With Silk

While makers are not caring much about future prices of silks as far as THE REVIEW can learn they are looking for a drop within the next six months. This of course will not affect Christmas prices nor any until Spring as stocks are already laid in for months ahead. The chances of a decline are said to be due to the accumulation of large stocks as practically everybody in the business is in this condition and this leads them to think there will be a drop in prices shortly. As one dealer expressed this: "The market is glutted, and many of us have bought ten times as much as we ordinarily would. In fact we have taken anything in sight. Now, if silk men come to us we will probably tell them that they will have to make a reduction before we will buy."

"Nearly all the silk that we use in our ties comes from Switzerland," said another tieman, "and the deliveries in that are very good. In fact they are probably getting better all the time."

One of the floral designs being shown in the Christmas range of the Niagara Neckwear Company.

GOOD DEMAND FOR SHIRTS AND BLOUSES.

Sept. 23, 1916.

It is quite evident, from what we hear, that the trade has got the "Business is good" sign hanging over its desk again. Enquiry reveals the interesting condition that sales on high-priced goods are heavy; a great many merchants, in fact, are not buying any dollar shirts at all. Messrs. Williams, Greene & Rome, for example, report that not only shirts, but boy's blouses are selling very well. In some instances, people are buying higher-priced blouses than they ever bought before. They also state that the new "Strand" Collar is meeting with quite a favorable reception, all of which indicates that it is not so much a place in the sun as the pace in the sun that is bothering the bulk of the trade. Their chief worry nowadays has shifted from trying to create a demand to trying to meet the needs of numberless people intent on filling long-delayed wants. With business for the first three weeks of 1916 away in excess of the corresponding period last year, as in the case of Messrs. Williams, Greene & Rome, retailers consider business as not only good but phenomenal.

Sept. 23, 1916.

Of special interest to the trade is the announcement that on September 1, the Williams, Greene & Rome Company opened a permanent office and sample room at Room 203 Peterkin Building, 152 Bay street, Toronto, directly opposite Temperance street. The telephone number is Adelaide 3196. Their Toronto representative, Mr. William J. Tow, is in charge. In opening up their new quarters, the Williams, Greene & Rome Company hope to give their customers a still better service than in the past.

CARDWRITING

(Continued from page 39)

Practice often the combniation strokes 1 and 2, and 5 and 6. It will take you some time to get these joined up properly.

The formation of "G" needs a great deal of attencion. This is the first time that strokes 1 and 2 have been used.

"H" also has all curved lines. You will need to practise this letter often to get it balanced properly.

The "I" and "J" are of somewhat the same formation. Strokes 1 and 2 are the same. Practice these letters many times.

Many cardwriters experience difficulty in the formation of "K." Strokes 8, 10 and 11 are food for practice.

The combination strokes 5, 6, 7, 8 and 9 of "L" are most important. Study well the lines of this letter and see if you can learn to make one like it.

"M" and "N" show strokes of similar nature. Don't spread these letters too mnch.

"O" is an important letter as it is very much used. The opposite curved lines 1 and 2 and 5 and 6 need lots of practice.

"P." In this letter strokes 5 and 6 are all important as they give the balance to the letetr.

"Q" the "two-shaped" letter over which many amateurs have difficulty. Every stroke in this letter should be made the same as shown. Practice many times.

"R" shows the formation of the "P" with the tail added. Strokes 7 and 8 give the character of the letter so must be practiced well.

In "S" we have a similar formation to the lower case.

"T" is almost the same as "F." Note the slant of strokes 3 and 4.

Notice the lines of the letter "U." The graceful swing of lines 1, 2, 3 and 4 are most important.

The "V's" formation is shown in the centre of the upper case "M." Practice carefully.

Note the similarity between the forepart of the "W" and the letter "U." Take pains to get all three uprights in this letter the same distance apart.

"X" is not used very often in upper case but nevertheless its formation should be known to the cardwriter. This is an excellent letter to practice on.

"Y" is another letter with shapely lines. Note that strokes 2 and 3 do not rest on the lower guide line. It comes about three-quarters of the way down.

The "Z" and "&" show many lines that may be used for practice work. The upper part of the Z is most important.

By way of showing varieties of letter formation note the letters "M," "L" and "E" in the word "Maclean."

NEW SPRING CLOTHING MODELS

(Continued from page 40)

rather deeper collar, than on the other models described. There are four rows of stitching on the collar. The vent at the back is deep.

A Panel on Vest

Some of the new suit models are very pleasing. In one an original effect has been procured on the vest, upon which—just above the lower pocket, has been stitched a panel. This, of course, is a young man's model, and the effect, while unusual, is pleasing.

This vest goes with a coat semi-pinchback in style, which has a sewn down belt, and box pleat above this. It has patch pockets and a soft throw collar. The coat is padless and has a small pleat on either side at the back, running from the shoulder line down three or four inches.

Evidently it is felt that the semi-pinchback will have a big run in Spring 1917—one manufacturer indeed gives his opinion that this will outsell the plain back coat.

Another of these semi-pinchback models has a short belt, stitched down to the coat, as is the case on very many of the suits. There are two pleats from the yoke, which is here present, to the belt, one pleat on each side. A smaller is present on the outside of these. There are three flat pockets, and the lapel has a smaller peak than on a number of other coats. The cuff of the sleeve ends one and one-half inches from the button, and the model is, of course, padless.

Plenty of Shoulder Play Here

This is a coat which will give a great deal of shoulder play, and which unquestionably will be popular for use as a business suit and a sporting suit combined.

New Boys' Styles

One thing is particularly noticeable this year—that is a wider range of styles in boys' clothing. Norfolks are, of course, going to be very much in evidence, but they will meet a much larger competition for the boys favor than in other years. The single-breasted pinch-back seems certain to be popular here. Indeed for 1917 it will almost surely be the leader.

One model seen has the pinch-back belt and a box pleat on either side running from the yoke down to this belt. On the sleeves there are cuffs, and the pockets are of the patch variety.

Another boys' suit has the pleat running to the sewn-down belt, and a small pleat on either side of this forming the pinch-back effect. It has patch telescope pockets with a button for the flap. It is single-breasted.

General Advance in Felts — $2 Hat Disappears?

FOLLOWING upon advances of English and United States manufacturers of felts, Canadian makers put into effect an advance, and on Friday, September 22, a ten per cent. increase went into force from makers and jobbers to all the Canadian trade.

The $5 hat went up at once to $6.50 and the $6.50 line to $8.00. The $3.50 line of last year has been practically off the market for some time as the cheaper dyes were unsatisfactory and little more than a light grey could be turned out at the lower price.

This rate of $6.50—which applies to all sorting orders for Fall that have come in after September 22, and of course, to all placing Spring orders after that date.—will make it very difficult for the dealer to sell at $2, as this would represent only 30 per cent. profit on the selling price, too small a margin for hats. The odd figure of $2.25 would be safer from a percentage standpoint, but it is an unfamiliar price, and as in the case of ties at 65 cents, is likely to be discarded for a $2.50 figure.

SWISS SAY HIGHER SILKS

AFTER receiving this opinion that there would be a drop in silk prices shortly, MEN'S WEAR REVIEW made inquiries from a number of sources, but found this tie maker standing alone. While they would naturally welcome a decline in the high prices that have ruled since the early Summer of 1915, manufacturers generally declare that they can find no warrant for this belief.

Rather the reverse. One maker who is in close touch with Swiss mills in a letter to THE REVIEW, states that while they are pretty well stocked in silks, "the reason is that we have kept after the manufacturers in Europe regarding shipments, and in this way have kept ahead of our sales. There is considerable delay, however, at the present time, and it is impossible for any manufacturer in Canada to buy silks from a reliable manufacturer in Switzerland and get delivery sooner than from four to six months—so you can see it must be anticipated."

Enclosed in this communication is a letter from Zurich, from one of the largest silk manufacturers in Switzerland —"so you see there is no prospect in the near future of a reduction in silks."

"Ready-Mades" the Only Cheap Kind

The Canadian tie manufacturer adds: "We have been buying some silks from London Commission Houses which appeared cheap, but they are only staples and not what you call up-to-date patterns. They are what we call 'Ready-made' silks, as they are made in big quantities and sold to any one, but when it comes to buying 'Made-to-Order' silks, the price is still high and will go higher."

He goes on to state that silks that formerly cost 2/6 and 2/7 are now 3/- and 3/1 and cannot be produced for less. A certain silk mentioned in the Swiss letter at 3/4½ was purchased in August at 3/-, then it was raised to 3/1.

Artificial More Than Double

The letter of the Swiss mill states that the raw silk prices have advanced 40 per cent. compared with those of a year ago, the artificial silk 100 per cent.—at present certain numbers are not obtainable at all at any price—then the dyers have advanced the tariffs by 70-80% since the war started.

After referring to a sample of silk they were enclosing, a new construction of "1 pic cotton and 1 pic art. silk in the filling" they declare that owing to the fact that artificial silk is getting scarcer and consequently more expensive every day, "we had to find ways and means and replace artificial silk partly by other material, in this case by cotton."

THE PROHIBITIVE PRICE ON BOYS ODD PANTS

UNQUESTIONABLY there is a price which is prohibitive — a price which puts an article out of the question, not because the would-be purchaser is unable to afford the amount perhaps, but because the sum asked comes so near being the sum for which a more desirable article may be secured.

The question always is as to just what constitutes this prohibitive price.

Consider the case of a Brantford merchant. His boys' department always has been a large one—a profitable one. Since the war this has increased both in size and profit, but unfortunately there has also come an increase in the problems peculiar to this line of merchandising.

Boys extra pants, for instance, of a certain grade, were purchased before the war for $4.50 per dozen. Then these pants were retailed at 75c, a fair profit resulting. With the war, however, came advances, and the retailing price was raised to $1.00, a figure which at the new buying price, gave a considerably lower margin of profit than the old 75 cents.

Now this retailer finds it necessary to pay $12.00 per dozen for his boys' odd trousers—that is to get the quality which he feels sure will give satisfaction. But while he pays this much and should ordinarily charge a fair advance upon that to his customers, he feels that $1.00 per pair is about the highest figure he may get for these pants. An advance, he fears, would prohibit trade, since a woman buying for her son, or the son himself, might argue: "$1.25 is a lot for a pair of odd pants. It's a big proportion of the cost of a suit. I'd better patch up the old pants and put that $1.25 toward the price of a new suit."

Perhaps, if the mother or the son reasoned exactly like this all would be satisfactory. It would mean a reduction in the sale of odd trousers it is true—but there is little profit in this line any way—but it would tend to hasten the purchase of a new suit, and so stimulate the profitable business of the boys' department.

But this Brantford merchant fears that the mothers—and the boys too—may go elsewhere if they cannot get the odd pants for at least $1.00 at his store. He fears they might get what they want elsewhere, and that thus he would lose their more profitable business.

Considering the facts this Brantford merchant has determined to sell boys' odd trousers, for which he pays $12.00 a dozen, for one dollar each.

Is he wise?

THE UNIT IDEA IN DISPLAY

Worked Out in the Case of a Brockville Men's Wear Man — Windows and Interior Feature This Plan—Boys' Department Likely to Have Excellent Results Capturing the Automobilist and Summer Visitor.

Written after an interview with Robert Craig, Brockville.

ROBERT CRAIG, of Brockville, has one of the most up-to-date and attractive looking stores in Eastern Canada. He is in a city which is a great summer resort, and which draws people, not alone from the surrounding country, but also from across the border. His store ensures that such visitors are, for summer months at any rate, customers. Everything about it, both from exterior and interior points of view, commends it as a go-ahead store, where good business methods are behind the handling of good class merchandise.

The front is so arranged that a maximum of display is secured, and that in the best of all ways. The store front, bye the bye, was rearranged some little while ago. The older one gave place to this present one and one result is certainly one which makes for better business. There are two entrances, and the space is so arranged that there are three windows, each lending itself admirably to unit display. This is the system in vogue throughout the store, and it is fitting that one first comes upon it in the exterior. The centre window is more like a show case, high and fairly narrow, and the doors being on either side, the passage into the store enables the customer to see all the contents of this middle window or show case, clear back to the actual level of the store. The other two windows, the side ones, are usually dressed with accessories and furnishings. For instance, Mr. Craig has been trying out, at various times, the idea of carrying ladies' goods, to some extent. His excellent window space has enabled him to further this project by displaying them in one of these side windows. His appeal to the ladies, particularly in a city like Brockville, is bound to meet with success. Here come automobilists by the score, particularly this summer; so much has reciprocity in motor licenses done for us. That class is usually a buying class. Scarfs, sweater coats, as well as et ceteras, such as handkerchiefs, small pins, and jewellery, are all good lines to handle for this women's trade. Mention has been made of Mr. Craig's adoption of this trade before, and there is no need to go into it at length again. Suffice it to say that Mr. Craig has enjoyed a very good trade indeed in women's lines this summer, and is laying his plans to duplicate it in a different class of goods for the winter months.

Suits to the Fore

The centre window is usually devoted to clothing, with accessories used as items to set off suits and overcoats. It is a sane idea, and as the window is long and narrow it lends itself to display of several models without any possibility of overcrowding. On the other side, the side window features everything, with prominence given, say, to hats, or possibly, at another time, a display of neckwear or shirts will take up the space. Unit displays are often employed in these windows, and their size peculiarly lends itself to this idea.

The interior of the store, it is not too much to say, is one of the most attractive men's wear stores the writer has been in. To begin with, there is lots of light, for which, doubtless, customers and Mr. Craig alike, are truly thankful. The ceiling is high and an effect of airiness and spaciousness is given. In the interior the idea of unit displays is worked out to even better results than in the windows. A series of square tables dot the floor here and there. They feature units. It may be shirts again. Neckwear usually takes up one or two, samples being tied around the collar. Stands, of course, are used. These tables do not stand in the stead of counters; rather they supplement them. But they take up the centre of the floor as one comes in, and the idea is worked out well down the store. On the right, silent salesmen of modern design and conservative finish, serve to display goods and as counters as well.

On the other side of the tables, and therefore diametrically opposite the counter, are the cases containing suits and overcoats. More of these form the fourth side of the square, that is, the side opposite to the store front. Thus the front half of the store resolves itself into a sort of square, in which the unit display tables are certainly a leading feature. Lots of spare space surrounds them and sets them off to advantage.

Boys' Department a Paying One

Mr. Craig discussed with Men's Wear Review the inauguration of his boys' department, and what success he had had with it. He established it last spring. First of all, he confined it pretty well to boys other than little boys. He did not go after this trade at all. He had two or three reasons, one of which was that the very little fellows do not want proper suits, but run about more in cotton and linen. With a boy from nine or ten up, it is different. Already he is beginning to notice little points about the style, the look and hang of a suit that he likes or does not like, and is usually anxious to have some suit or other which he sees and to which he takes a fancy.

Mr. Craig pointed out that the boy's own opinion was listened to and his wishes studied as much as possible. The boy as a customer is the nucleus of a more valuable customer later on. He is worth studying, worth making a friend of, indeed.

As he had only inaugurated this boys' department in the spring, Mr. Craig had not had much opportunity to see its work. The summer, while a good buying time for lighter stuff, was not the boys' buying season that September is, when school opens again. Mr. Craig expected to see then what difference his boys' department would make to his store. He was not able to state at all accurately what percentage of his total business would be in the boys' department, though he admitted that, in fall and winter, it should be a considerable item.

He has a special section for boys, where they can be treated by themselves, and feel that this is one part of the store specially laid out for them. There was some mention a little while ago of treating women customers in the same way; that is, of having a special section for them, and even, were it possible, a special entrance. This, however, would doubtless necessitate too big a store. But there is no doubt at all, that the fact of special treatment and special location appeals to boys, and doubtless would to women.

Mr. Craig expects the present season to show what the future of his boys' department is likely to be. He is going right out after the boys' trade, in connection with school opening again.

The raise of price in linen collars and the tendency to economize is turning more and more men and boys to

KANT KRACK
TRADE MARK COATED REGISTERED LINEN
COLLARS

FORREST — Something new. Sizes 13 to 17

LAMON — A quick selling line. Sizes 14 to 19

GRANT—One of our very latest. Sizes 12 to 18½

Under such circumstances the logical thing to do is to profit by this tendency and make a strong feature of KANT KRACK coated Collars.

Show the many up-to-the-minute styles of KANT KRACK coated collars and reap the profit that comes to you from the sales of KANT KRACK Collars, which sell at one price—25 cents. Made in

"ONE GRADE ONLY AND THAT THE BEST"

Sold direct to the trade with our service and guarantee of satisfaction to every user of KANT KRACK Collars.

Send in your order to-day for a few dozen of the prevalent styles and get the trade of the boys, the working man, the mechanic, the motorist—yes—and the men of smart dress habit.

When in need of more waterproof collars order by the three K K K.

The Parsons *and* Parsons Canadian Co.

Makers of the famous KANT KRACK *coated linen collar*

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

RENAISSANCE SILKS

Stripes and Floral Designs, Magnificent Effects for Autumn Holiday

Niagara Neckwear Co., Limited
NIAGARA FALLS, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

PERSIANS

A very ancient design that is always new. No idea known to the silk weaver's ar
capable of producing such a wide variety of beautiful color combinations as Persians.
soft warm tones are particularly appropriate for fall or holiday wear. We have spent t
and money producing an unusual line of them, and they cost no more than the commoner s

TOOKE BROS., LIMITED, MONTREAL

PRICE $4.25 BULK AND REGULAR TERMS
TRY A SIX DOZEN ASSORTMENT

Tooke

THE LEADING NECKWEAR HO
OF CANADA

GOSSIP OF THE TRADE

J. Ellison, proprietor of the Pantorium, St. Thomas, has disposed of the business to Isaac N. Austin.

C. M. Gilchrist, of the C. M. Gilchrist Co., boys' clothing manufacturers, has recently returned from a buying trip to England and Scotland.

The firm of Begg & Shannon, Hamilton, is undergoing a change, partnership being dissolved. According to the notice sent out, debts owing to the firm are payable to James C. Begg and liabilities will be paid by him.

"Bob" Armstrong, of New York, who has been assistant designer in the semi-ready studio, will have more of the responsibilities upon him since J. H. Brownlee has fully taken up the duties of managing director of the Semi-Ready Company.

A committee representing the Dry Goods, Hardware and Grocery Associations of the Montreal Board of Trade, went to Ottawa on Tuesday to interview the Minister of Customs in regard to the advancing duties on imports that are based on value at time of receipt in this country.

Considerable interest has been aroused in Montreal by the Militia Department's request for four hundred men from the ranks of the local militia to fill up the gaps in the composite battalions now on guard duty at canals, etc., along the border. Owing to the large number of these home guard men enlisting for overseas service, the reinforcements are necessary. Under the terms of their service, members of the militia have no recourse but to serve when ordered to do so as guards, and as the call was a totally unexpected one and affects men who, as a whole occupy important mercantile positions, it is having a somewhat disturbing effect.

The Montreal Publicity Association has severed its connection with the clean-up campaign, now that the latter is on a strong, permanent footing and no longer needs the assistance of the parent body. The retiring president, Frederick Adams, was made honorary president and was presented by George Fraser with a loving cup that had inscribed on it a testimonial to his work as organizer of the clean-up campaign. J. D. Chesney, general manager of Almy's Ltd., proposed and F. W. Stewart, general manager of Cluett, Peabody Ltd., seconded the motion for the separation of the two organizations.

STRIKING NEW FEATURE

In the Arrow Collar line two new styles have been introduced which are based upon a patent which covers a very radical and noteworthy departure in the manner of cutting collars. These new collars are the Talbot with square points, a collar 2⅜ inches high and the Berwick with round corners, which is 2½ inches high. Both styles have double stitching. The band and the tops of the new "form-fit" collars are cut in a curve so that they fit over the trapezius or great muscle which lies along the top of the shoulders. This brings the collar in closer to the neck, thus preventing it from sticking out in front and sawing at the top of the front opening. It assures a particularly smart sit to fold collars. The improvement will be strongly featured in the advertising copy of Cluett, Peabody & Co., Inc.

TWO NEW COLLARS

The Annual Fall Announcement of the W. G. & R., features two new collars—the "Strand" and "Brock"—two creations of exceedingly graceful and pleasing proportions. These collars are very neat and dressy in appearance. The outer folds are slightly rounded up in front; this improves their lines and at the same time prevents them from chafing or wearing the shirt. The points slope gently from the top, leaving sufficient tie space for the neat knot of the new cravat. These new styles are easily put on or taken off, and the band of the cravat never binds between their folds. "Strand" and "Brock" are twins—"Brock" being slightly higher. They are Canadian collars with a slight English accent.

OPEN TORONTO SHOW ROOMS

Of special interest to the trade is the announcement that in September, the Williams, Greene & Rome Company opened a permanent office and sample room at Room 203, Peterkin Building, 152 Bay street, Toronto, Ontario, directly opposite Temperance street. The telephone number is Adelaide 3164. Their Toronto representative, Mr. William J. Tow, is in charge. In opening up their new quarters, the Williams, Greene & Rome Company hope to give their customers a still better service than in the past.

WHY NOT SELL JEWELRY

Sept. 19th, 1916.

With the Christmas trade comes an increased demand for jewellery especially of the useful sort and in this class the men's wear stores can get a good share of business if they go after it aggressively, as there is a general feeling that the jewellery store wants too large a profit. Wholesalers report that there is a brisk trade being done in this line already and that the tendency is towards buying better class stuff. Many haberdashers have ordered for their Xmas trade solid gold and the better class of plated goods, in scarf pins, cuff links and other lines common to the trade.

TURNING OUT THE SHIRT YOU SELL

(Continued from page 48)

do 200 stitches a minute, some as high as 4,000 per minute, while two-needle machines will do sometimes 2,600 stitches per needle, sometimes 3,200 per needle.

Washed Before Leaving Factory

Shirts now are largely washed before being sent out to the trade—this to remove all marks which may have settled upon them during construction.

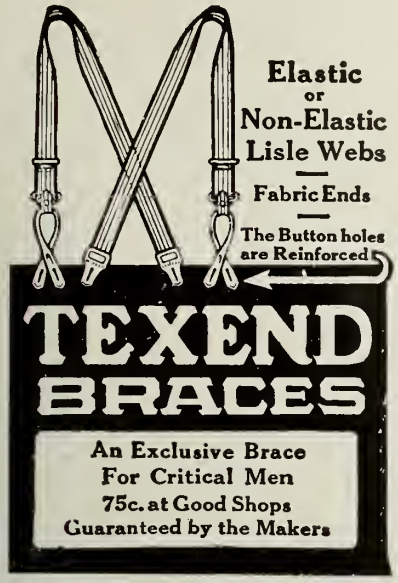
The washing is done in big wheels, each wheel having four compartments. About twenty-five dozen shirts can be washed in each wheel. After the washing the shirts are put in an extractor, which whirls about and removes the water by centrifugal force.

From here the shirt goes to the starching room—a department small indeed, in almost all factories to what it used to be as a result of the great favor of soft finishes.

Much Hand Work

Each stiff finish shirt is, however, dampened down, starched and finished by hand. The men doing this hand finish, by the way, used to get a price of 4c each. Then it was advanced to 5c, and now the payment is 7 cents per shirt.

After this comes the sorting, the labeling, the packing. Interesting operations all—operations requiring great care. The work of shirt making, indeed, is one of great detail, beset by unusual difficulties at the present time.



Consumer demand is being created for Texend Braces by copy as above in high class papers such as "Saturday Night," "Montreal Gazette," etc.

Trade D Mark

TEXEND BRACES

Now retail at 75c.

The quality of TEXEND Braces could not be tampered with. Gentlemen who for years have worn them will still insist on the fineness of materials and workmanship which has been so pronounced in this line. Consequently, with tremendous advances in the cost of materials an increase in price becomes necessary, the new price giving a much wider margin to the retailer. You will find your customers willing to pay the new price for TEXEND quality.

The Dominion Suspender Co., Limited

NIAGARA FALLS - CANADA

EMPIRE MADE

A NUGGET OF PROFIT

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

There is a good profit for you.

The Nugget Polish Company

LIMITED

9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

QUEBEC - - - - - R. E. Boyd & Co., Montreal
NOVA SCOTIA - - Arthur Fordham & Co., Halifax
NEW BRUNSWICK - - - C. A. Munro, St. John
BRITISH COLUMBIA - J. Leckie Co., Vancouver

Every Tommy needs one

Handy, unbreakable, rustless. **Rogers' Military Service Mirror** is a big favorite with the soldiers everywhere, and military dealers find it one of their most dependable sales bringers.

People are buying them every day to send their soldier friends overseas. Why not secure your share of this steady business? Begin now by ordering a sample dozen.

CANADIAN WM. A. ROGERS

Limited

Toronto - - - Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE MARK REG'D

New Era CLOTHING

'TIS THE QUALITY BEHIND THE NAME THAT COUNTS

Popular Price Clothing

Our travellers will shortly call upon the Trade with our complete up-to-date range of

MEN'S, YOUNG MEN'S AND CHILDREN'S CLOTHING

While aiming to give the public the smartest styles and newest fabrics—our prices are within the reach of every customer. This makes our line an attractive one to the retailer.

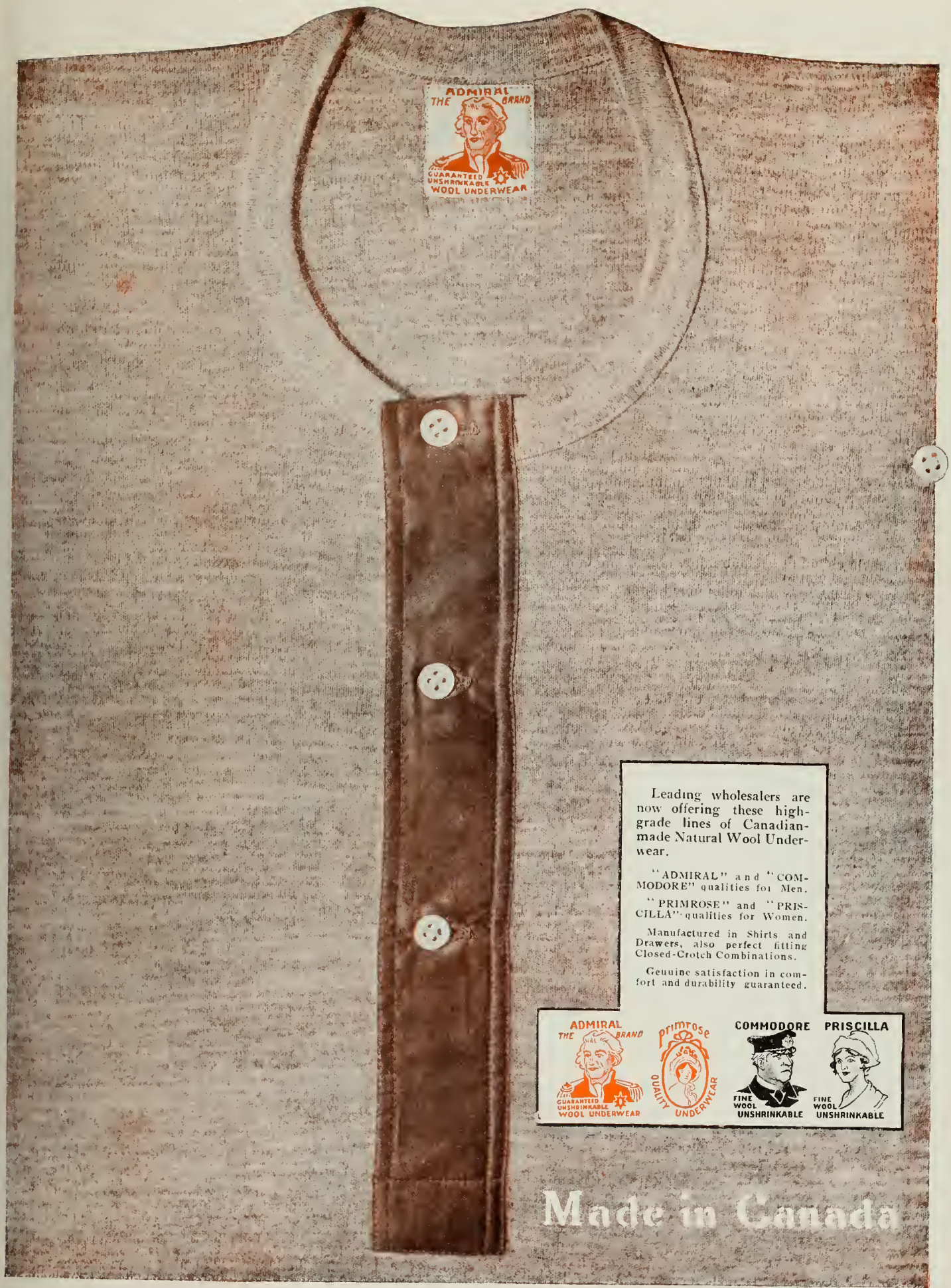
It will pay you to see **NEW ERA** "Quality" clothes before placing your order for Spring, 1917. If our representative does not call upon you—write us.

THE FREEDMAN COMPANY

SOMMER BUILDING - MONTREAL

"NEW ERA is our Trade Mark, but it is the QUALITY behind the name that COUNTS."

If any advertisement interests you, tear it out now and place with letters to be answered.



Leading wholesalers are now offering these high-grade lines of Canadian-made Natural Wool Underwear.

"ADMIRAL" and "COMMODORE" qualities for Men.

"PRIMROSE" and "PRISCILLA" qualities for Women.

Manufactured in Shirts and Drawers, also perfect fitting Closed-Crotch Combinations.

Genuine satisfaction in comfort and durability guaranteed.

ADMIRAL THE BRAND GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

primrose QUALITY UNDERWEAR

COMMODORE FINE WOOL UNSHRINKABLE

PRISCILLA FINE WOOL UNSHRINKABLE

Made in Canada

Notice to DEALERS Regarding

"CEETEE" UNDERCLOTHING

ALL PURE WOOL - GUARANTEED UNSHRINKABLE
MEANS ECONOMY PLUS COMFORT

This season we received far more and larger orders for "CEETEE" and Turnbull underclothing than ever before in our history.

We are very much afraid, however, that it will be impossible to fill these promptly—for two reasons:—

1st—LACK OF RAW MATERIALS.
2nd—LACK OF LABOR

In regard to raw material we might quote one of the largest spinners in the Old Country as follows: "Government orders come first and everything else is subsidiary. The Government will see that we have sufficient labor and materials for their work, but we ARE NOT PREPARED to go very much farther."

Now while we can buy "Merino" wool, it is not of the quality we use for "CEETEE" and we will not lower the quality of "CEETEE" for any consideration.

In regard to labor—The making of "CEETEE" Underwear requires skilled labor, and we have lost a number of our skilled 'CEETEE" knitters through enlistment, consequently many machines are idle. Years of training are necessary before a "CEETEE" knitter becomes proficient.

We therefore request our many customers to be patient and we assure you we will deliver as fast as possible and try to keep everything going.

(Signed) C. TURNBULL, President

C. TURNBULL CO. of Galt, Limited

Galt, Ontario

The Latest Hits of the Season

will be found in our range of caps for

Fall and Winter

See our new one-piece top, plain Olive Green, also in attractive green and black diagonal design.

Many other popular patterns from which to choose. All high-class workmanship and attractive satin linings.

Have sold readily wherever shown, all through Canada.

FOR SAMPLES AND PRICES

Apply

Boston Cap Company

219 St. Lawrence Blvd. - Montreal

Novelty Papers for Window and Interior Decoration

Blocks, Stripes, Floral Designs, Silko, Velour.

Send for samples.
Dept. X.

Doty & Scrimgeour Sales Co., Inc.
74 Duane Street, New York City

MEN'S WEAR BUSINESS IN NORTHERN ALBERTA FOR sale—brand new stock and fixtures; $5,000.00 stock, showing a yearly net profit of $4,000.00. Business located in thriving town, showing every indication of large future growth. Owners giving up business to accept commissions in the King's service. Box 86, Men's Wear Review.

STOPPING your advertising to save money is like stopping the clock to save time.

Sell Miller Breeches and "Peg-Tops" to Soldiers

The demand for new clothing will be enormous when the boys come home from camp. Their old uniforms will be badly weather-stained and wrinkled, and most men will feel the need of new outfits for street wear.

Miller uniforms will enable you to give these soldiers exactly what they are looking for—regulation serge tunics, slacks, puttees, caps and breeches.

FEATURE THE MILLER MILITARY WALKING BREECHES

Almost every private and non-commissioned officer will want a pair. The material is the regulation serge, which matches the rest of the uniform; and the fit and snappy style appeal to every "Tommy."

Over forty thousand pairs of Miller breeches were sold last season by merchants throughout the country. Every sale meant a satisfied customer for the dealer.

Miller Breeches are the only regulation walking breeches on the market, combining appearance and comfort.

THE DEMAND FOR PUTTEES WILL BE LARGE

Make sure of your stock.

Rite-Fit non-frayable (left and right) $21.00 per dozen pairs.

Fox's Puttees.

Other Puttees from $10.00 to $15.00 per dozen pairs.

Go over your Military stock now. Estimate your needs, and order without delay. The man with the stock when the soldiers return to winter quarters gets the business. He makes his store the headquarters for Military goods.

Miller Manufacturing Company, Ltd.

44 YORK ST., TORONTO

Uniform Contractors to the Dominion and Imperial Governments.

Here you have the *real* boy's needs in clothes

New Models Styles that are designed and tailored by men who have specialized in the making of boys' clothes—men who have studied boys and know just what a real boy's requirements are.

A Boy's Needs **Proper Clothes** can be worn by the real live boy who believes in romp, tussle and fun—the boy's part and the clothes a part of the boy.

Style Material Tailoring GOOD STYLE—not dudish—STOUT MATERIAL—that comes through many a scrape looking innocent and WORKMANSHIP that gives assurance that all parts will hold their own and buttons hang on with the tenacity of a bulldog.

Proper Clothes

embody the experience of the Coppley, Noyes and Randall organization and men whose life work has been making Real Boys' Clothes—giving more actual value, than is usual in Boys' Lines.

Give Proper Clothes a place of prominence in your Boys' Department and watch the result.

Coppley, Noyes and Randall, Limited

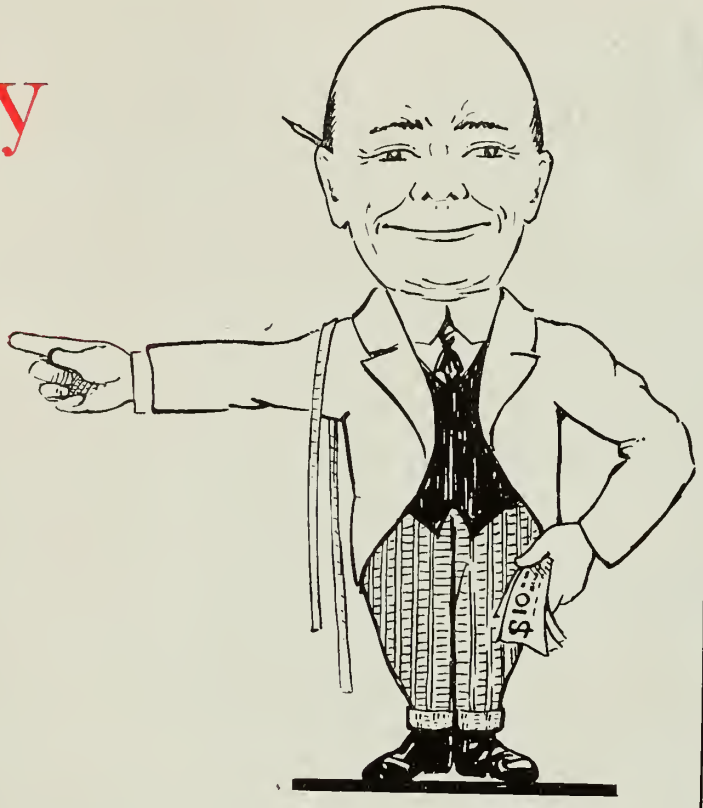
Hamilton, Canada

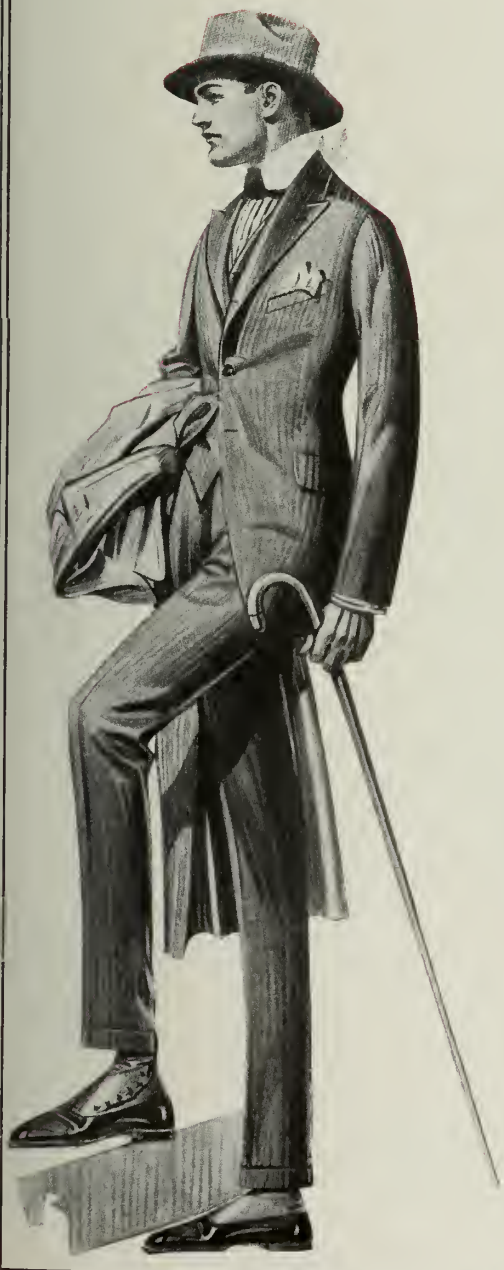
If any advertisement interests you tear it out now and place with letters to be answered.

No Outlay

All Profit

Fifty more merchants have an opportunity to make money without a cent outlay—all profit.





Our special TAILORING SERVICE is helping merchants to build up a substantial business with men who take pride in the appearance.

To win a man's patronage for Clothes is a sure way of getting his Hat, Collar, Tie and Glove purchasing.

Our Clothes, made up from the finest woolens in Canada, with the facilities of our organization, mean a *Service* that brings success.

Be One of the Fifty

dealers to handle our line exclusively. We have style book and measuring equipment ready for only 50 more dealers in Cities and Towns not already represented.

Get the exclusive agency and have the Service and Reputation of our whole organization back of you to build up a thriving Tailoring Department.

Wire to-day at our expense and have equipment and exclusive agency reserved.

Coppley, Noyes & Randall
Limited

HAMILTON - CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MOST men buy Penmans Underwear because they want the most for their money —not necessarily the most material, but the most comfort—real, sure, comfort. Underwear adds to one's comfort in being so efficient that you forget about it — Remember the name, however—

Penmans
Underwear
Made in Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Take Time by the Forelock!

Take No Chances

We are running day and night and remember, First come, first served. Last season dozens of merchants who put off ordering till the last minute were up against it. Assure satisfaction for your customers by ordering now. Write for folder of Fall styles, showing absolutely the fastest sellers on the Canadian market.

A postcard will bring our traveller with a full range of samples.

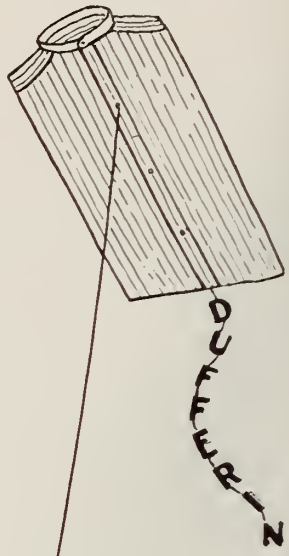
THE WOLTHAUSEN HAT CORPORATION
BROCKVILLE, CANADA LIMITED

If any advertisement interests you, tear it out now and place with letters to be answered.

Our ranges of Outing Shirts, New Sport Shirts, Night Shirts and Pyjamas for Spring, 1917, are now in the hands of our representatives.

We feel sure our friends will appreciate our efforts in securing such smart designs in such a splendid range of styles.

See them.



There goes my Dufferin Shirt

The Dufferin Shirt Co., Ltd.

914-916 Dufferin Street, - Toronto

A City's Story

IT is no easy task to change a name. Associations will surely have made that name dear. It will, through the years, have come to stand for something which is worth while, and of which all may properly be proud. So it was with Berlin, Ontario. For industry, proper thrift, the spirit of business adventure, and the shoulder-to-shoulder attitude of its people, this city stood well to the fore. In educational and civic affairs it had traveled very far, and was still moving. It had a high name throughout the Dominion, and beyond. Then came war; and because of actions elsewhere, the name Berlin came into disrepute. Forgotten, in many cases, were the distinctive features of Berlin, Canada. The city, its people, its ideals, its output, were confounded with the city, the people, the ideals of that other city across the sea. The name on goods shipped by manufacturers reduced the desirability of these goods. In short, Berlin, Canada, was misunderstood.

Getting together the citizens of this centre discussed the matter. They admitted to themselves that the confounding of the loyal Canadian city with the German capital was quite natural. Hence a change of name was decided upon, and after the vote—as a result of the vote—it was determined to call the city Kitchener, after Great Britain's great soldier—Kitchener of Khartoum, Kitchener of "The Mob" now so gallantly fighting and with which "Mob" many from the city of Kitchener may be found, and to join which "Mob" a battalion is shortly going overseas.

It was natural some should hesitate at the change in name. Their children had been born in Berlin. They themselves had fought their way up there. But the misunderstandings as a result of the name had been such that this spirit of local sentiment was put aside for the broader patriotic sentiment in favor of a name purely British. So the change was determined upon, and a little later approved by the Lieutenant-Governor in Council and by the Federal authorities. On the railways now the name Kitchener is the one heard by those anxious to reach this capital of Waterloo County.

II

KITCHENER, being such a centre for the manufacture of goods sold through the men's wear stores, has a big interest for men's wear dealers and their assistants. At this time, therefore, it is well worth giving an idea of this city, of its peculiar advantages, and of the place it takes in the work of supplying the needs of the nation.

No city is greater than its people, and as indicating the spirit of the people one usually looks at their homes—those show windows of the domestic life. Doing this in Kitchener one is really looking at homes—not at rented houses. It always has been the aim of workers in Kitchener to own their own homes. So well has the aim been carried out that statistics show that 75 per cent. of the working classes do own their homes. Many of this class, indeed, are landlords; frequently renting to their sons on an arrangement which within a limited time allows the son to become owner.

The people of Kitchener, indeed, are there to stay. Many of them have in their own sphere exemplified the very spirit of the man whose name the city has taken. They have been enterprising. They have husbanded resources, to have these ready to throw in where they would do the most good. They have been "thorough." No manu-

Street and park scenes.

facturer has been known to fail in Kitchener as a result of labor conditions. Capital and labor get along amicably, and the workers are real citizens, and have a pride not only in their city but in their work—and so, of course, do the best work.

III.

NATURALLY, where so large a percentage are attaining the aim of owning a home, the welfare of the city as a whole is unusually close to all. So one finds the people of Kitchener greatly interested in public ownership, and showing this interest in the practical way of owning all its public utilities—street railway, gas and electric power plants, waterworks system, incinerator—it owns these and makes them pay.

Every precaution is taken to have the sanitary conditions perfect. A graduate school nurse has given good service in assisting the Board of Health in preventing the spread of any contagious diseases which may from time to time break out. The addition of another nurse, to co-operate in this work is even now being considered.

Kitchener has a splendid hospital, Tuberculosis Sanitarium and best of all, perhaps, a progressive, alive, Board of Health.

Naturally in such a city, where the people more generally than is usually the case, plan to spend their lives, educational advantages of unusual nature are provided. There are five public schools, two separate schools, the Euler Business College, whose students supply more than the local need for bookkeepers, and stenographers, St. Jerome's College, and a collegiate and technical school which is second to none in the province. It was carefully planned. The principal, David Forsyth, travelling widely to study the question and decide what was best, before the plans to be followed were determined upon.

Nor has the religious and aesthetic side of the community suffered during the days of prosperity. The city has 22 churches, a splendid public library and a country club and golf links having among other advantages that of being easily and quickly reached.

The parks system shows the far-sightedness of the people of this city. Growth is expected. Little wonder that such should be the case, since the population has been advancing so steadily, so surely of late years. In 1903 the numbers were 10,466. In 1913 the figures showed 18,000; and now in 1916 the growth is still apparent, the population to-day being 19,517.

For this larger Kitchener of the future plans are being formed, 110 acres of natural wooded lands being held for parks which will later be required. At present Victoria Park has an area of 57 acres, an artificial lake, an athletic field of the best—is indeed one of the finest parks in Ontario. Such open spaces in a city 1,001 feet above sea level must, it can be seen, mean much for the health of the people.

Kitchener Station and part of manufacturing district.

IV.

KITCHENER has splendid railway facilities. On the Grand Trunk, with Toronto 60 miles east, and Hamilton 35 miles south-east, it has a ready access to water transportation. But Kitchener has the added ad-

vantage which comes from being the hub of a wheel with electric radials as the spokes. One of these radials connects Kitchener with Galt, and with the C. P. R. there. This line also passes through Preston, while a branch goes to Hespeler. Cars to these places arrive at and leave Kitchener every half hour; while every 10 minutes there is a service to Waterloo and Bridgeport.

These radials means a great deal to the business men of Kitchener, enabling a much large number than would otherwise be possible to come to Kitchener to shop. The buying power of the farmers, who so largely use these radials, is amply proved by the savings accounts in the nine chartered banks.

V.

AS a manufacturing centre Kitchener has grown wonderfully. In 1903 the industries numbered 68. In 1913, there were 125, and at the present time 142 factories are turning out goods with an annual value of $14,000,000. Thus the annual output of Kitchener's factories exceeds the assessment of property which amounts to $12,000,000—though this assessment does not include the public utilities.

Of the lines manufactured in Kitchener those sold in men's wear stores take a leading place—perhaps the leading place. Shirts are made in huge factories, and in factories not so large. Pyjamas, and summer underwear are also made, though not as largely as shirts. Then Kitchener is one of the big centres for collars.

The buttons, too, which are used on clothing, and on shirts and underwear, come largely from Kitchener. The robes which cover the western traveler on a stormy day, quite likely took form in this city. The glove with which the traveler drives may also have been made here.

Suspenders, also are made here, and from Kitchener come many of the interior fixtures which so materially assist a merchant in turning over his stock.

Then shoes are a big product of this city, indeed this is the shoe centre for Ontario.

Of the goods manufactured in Kitchener the following imperfect list may be given. Auto tires, rubber shoes, boots, shirts, collars, underwear, pyjamas, whitewear, trunks, bags, buttons (ivory, pearl and club), felt shoes and felt goods generally, bicyles, clocks, furniture, suspenders, interior fittings, wood working machinery, furnaces, grate bars, art glass, gloves mattresses, phonolas, organolas, robes and clothing, forges, blowers, fans, drills, anvils, heating and ventilating appliances, pianos, harness leather, (Kitchener has the largest harness leather tannery under the British flag) sole leather.

A Scene in Victoria Park Kitchener

No wonder that upward of 200 travelers go out from Kitchener factories in the season to show Kitchener made goods to the merchants of the country.

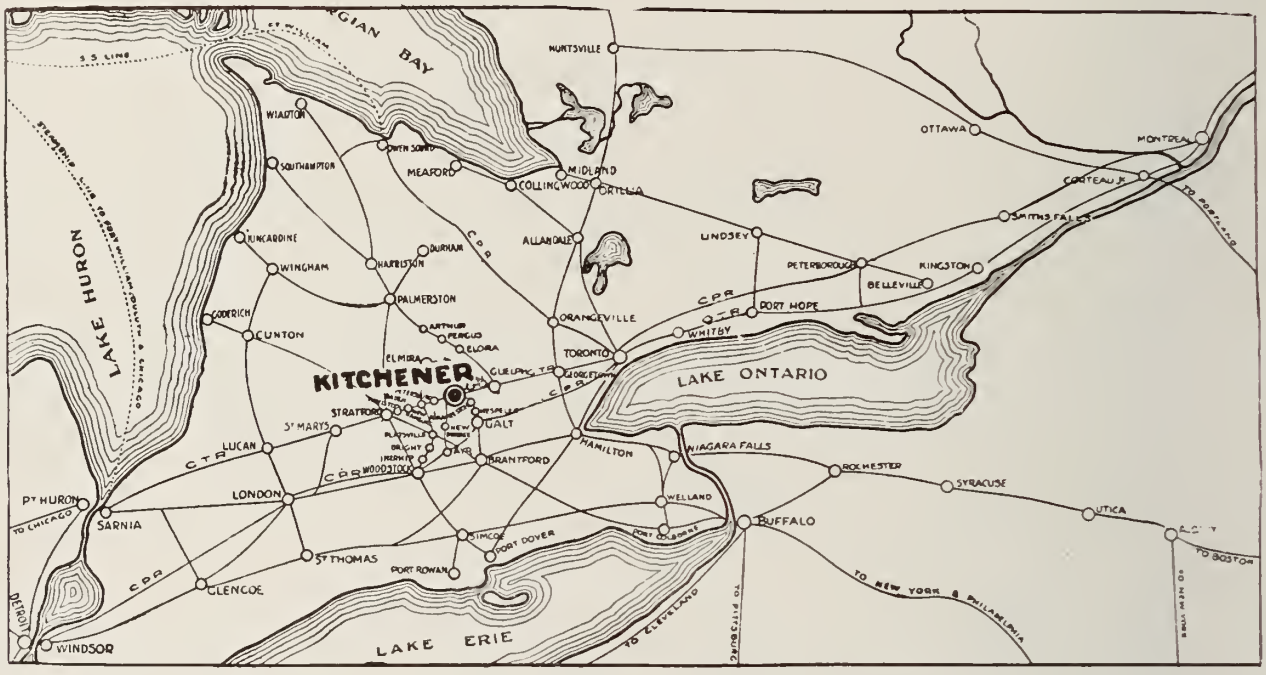
A remarkable industrial centre surely, and unquestionably a part of the success achieved by the manufacturers is due to the steady, thifty, earnest characteristics of the people. They stay by their work. They put themselves into it, and the product shows the honest labor.

Truly the motto of Kitchener "thorough" fits the people of this city, which has honored itself and honored him in taking his name.

Collegiate and Technical School above, Victoria School below.

KITCHENER
CANADA

Population 20,036



Map showing KITCHENER'S Excellent Railway Facilities.

Why Manufacturers Locate Here

The city is centrally located in the best agricultural district in Ontario. Has excellent railway facilities, the G. T. R. and C. P. R. steam lines, as well as a splendid electric railway system, connecting with other large manufacturing centres. The city owns its own waterworks, gas and electric plants and electric street railway. All of these municipal owned plants are paying, and a source of revenue to the city.

Best Labor Conditions of Any City in Canada

Free Sights to Manufacturers

The city offers free sites, a fair assessment, cheap water rates, cheap electric power from Niagara Falls, and good fire protection.

Address all letters or wire

G. M. DeBus, *Secretary Board of Trade*

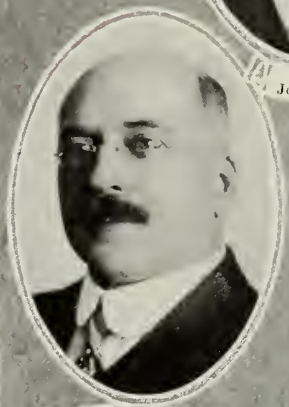
Forsyth

KITCHENER
CANADA

C. J. Wilkinson
Sec. Treas.

The late
John Forsyth

D F DANNECKER
Vice-Pres.



H.A.HAGEN
SUPERINTENDENT

J.D.C.FORSYTH
President

The Guaranteed Forsyth Shirt

FORSYTH
DELPARK
UNDERWEAR

Our organization, in unity and accord, strives loyally to live up to a policy that is founded upon the realization that honest service is the first law of success.
Our future depends upon your appreciation of our efforts.
We will continually strive to serve, reaping our just reward by receiving your appreciation.

KITCHENER PLANT
WATERLOO PLANT

SHIRTS
FORSYTH
DE LUXE

If any advertisement interests you, tear it out now and place with letters to be answered.

The Guaranteed

Forsyth Shirt

FORSYTH

DELPARK

UNDERWEAR

All previous records smashed in 1916, and still gaining momentum.

Travellers are now showing for Spring, 1917, the finest range of samples it has ever been our pleasure to place before the Trade.

Forsyth

Canada

Buttons

MADE IN KITCHENER

WE specialize in ladies' dress buttons also ladies' and children's cloak and suit buttons.

MEN'S coat and vest and overcoat buttons, raincoat, sweater coat, shirt and pant buttons.

Kitchener Buttons, Limited

Kitchener, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

A Business with a Soul

Being an account of the human side of the Williams, Greene & Rome Co., Limited, makers of W. G. & R. shirts and collars.

By R·E·Tailer

BUSINESS is not always and everywhere cold-blooded. Men there are in control of great businesses who are very human, having regard for the welfare and content of others among whom are to be included their workers.

Money-making is an objective, of course, but the big men in business take time and trouble to be neighborly; they make money; and they find both pleasure and gain in using some of it to add to the joy of living for others, among whom are to be included their employees.

All this has definite illustration in the case of The Williams, Greene & Rome Co. Limited, Kitchener, Ontario, makers of W. G. & R. shirts, collars, underwear, pyjamas and boys' blouses.

Mr. Samuel J. Williams, the President and the only remaining member of the trio who established the business, is, like Abou Ben Adam, a lover of his fellow men; and perhaps this is one reason why he has prospered, and why the W. G. & R. business has flourished and expanded so amazingly.

The W. G. & R. Factory in Kitchener

It would hearten you if you could pay a visit to the W. G. & R. factory in Kitchener. The first thing that would impress you is the magnificent building, made to let in a plenitude of light and air. The outside is attractive—a clean looking structure and spacious, with sward and shrubbery surrounding it, robbing it of any aspect of sordid commercialism.

THE HOME OF W. G. & R. PRODUCTS
KITCHENER, ONTARIO

It is a factory obviously, but different from the old concept of factory. The W. G. & R. factory has a countenance which fairly beams. It betokens cheerful souls—not "hands"—within. It proclaims humanness in the management—that spirit of neighborliness which is the fulfilling of the Second Great Commandment. Its magnitude indicates the extent of the trade done by The Williams, Greene & Rome Co. and its white trimmings of cement gleaming out against the red of the brick walls have some suggestion of the white products of the factory.

The Williams, Greene & Rome Co. Limited, have another factory at Hanover, Ontario, necessary to produce the goods required by the Canadian public. This factory too is a concrete structure, built much along the lines of the home plant.

It is not my intention to guide you through the factory nor to describe processes. All this may be interesting, but I have another object in view. Suffice it to say that the ground or first floor is where the receiving and shipping are done. Here piece goods stock and other raw materials are carried and here the shirt-cutting is done. On the second floor are the offices, and the principal stock rooms for finished product. The third floor is the factory proper, where collars, shirts, pyjamas, night robes, summer underwear and women's neckwear are made. On the top floor is the laundry. It is on the top so that all heat and vapors shall escape without offending senses or injuring health as would be the case were the laundry set in the basement where an unthinking one might expect to find it, and where too often in factories of this character it is placed. Being on the top floor it receives abundant light and air, is wholesome, healthful and comfortable from the standpoint of those who work.

The Spirit of the W. G. & R. Business

What is more interesting to me, the writer of this short article, is the spirit of the W. G. & R. business—this more than the factory viewed as a building, and more than raw materials and manufacturing processes.

You see the spirit which animates this business in the faces of employees. There you will see no drawn looks, the result of over-work or over-strain, due to a hard taskmaster. On the contrary, you will see interesting and interested faces, bright with the joy of work and with the content of mind which accompanies satisfactory working conditions. Girls and women are more numerous than men in this factory because of the special nature of the work. All work in a fine light; and where much light and good air are found you can be sure of a better worker and a better product.

The well-being of workers is an important object of the management, and is secured and promoted by various means. Every floor, for example, has a rest room where any girl who is indisposed may rest, and if necessary receive first aid. There is a lending library in the building, conducted after the manner of a public library. A sick benefit fund has been instituted by which cash benefits graded according to the amount paid in weekly are avail-

SHIRT DEPARTMENT

able. These benefits range in amount from $2.00 to $7.50 a week for a stated period of weeks, and are secured by weekly in-payments of 2^1_2 to 10 cents. A death benefit of $25.00 or $50.00 is also available.

Another social institution is a "Camp Club" and a cottage on the Grand River. Here employees may spend vacations and week ends and have other meetings of a social sort. All under proper supervision and available at a minimum cost.

The magnificent roof is utilized for a roof garden. A small enclosed stage and dancing platform has been recently built, and affords an ideal spot for entertainment in hot weather.

It scarcely requires to be said that these methods, conditions and provisions are decidedly uncommon; that they represent a great advance on what was found a generation ago; and that they have their source and maintenance in a heart.

Not a One Man Business

While Mr. Williams, the President and Founder of the business is still active in the management he has never believed in a "one man" business. The active management of the business rests in the hands of the local Directors, Mr. F. S. Hodgins being the Managing-Director and having general supervision over the plant, Mr. J. B. Kirby being Secretary-Treasurer and having control of the credits, accounting, etc., and Mr. B. K. Robinson having charge of all the purchasing.

Retailers Interested in the W. G. & R. Business

It will have been perceived perhaps that there has been no attempt made in this short article to say nice things about the W. G. & R. products. Every retailer in Canada knows W. G. & R. Goods and is doubtless well acquainted with W. G. & R. travelers and the story which they have to tell. Instead an effort has here been made to give retailers some fresh knowledge, or to impress a fresh old knowledge, concerning the firm that makes a commodity which they handle every day. Effort has been made to humanize—so to speak—W. G. & R. shirts and collars; to give them personal interest, as it were; to give a glimpse of the mind and heart lying behind their manufacture. When one knows how a thing is made, and where it is made; and when one can see in a commodity more than mere substance cleverly fashioned; namely the **spirit** that produced it, then one becomes its better and heartier salesman.

I know this out of my own experience. Until I learned what I know now about The Williams, Greene & Rome Co., the letters "W. G. & R." meant much less to me than they do now. I knew them long ago—long before I knew what they stood for. Now that I have seen the factory where W. G. & R. products are made and have perceived the firm's **spirit** and its many manifestations, I have come to regard the W. G. & R. line with much greater favor and confidence, and this greater good-will finds expression in a greater preference for W. G. & R. Shirts and Collars and Underwear, as articles of personal apparel; and as a Canadian-made product worthy of my commendation when I seek to guide others towards a choice.

COLLAR IRONING ROOM

SUSPENDERS
ARE MADE IN KITCHENER

A quarter of a century has passed in Kitchener (Berlin) since C. K. Hagardorn commenced the making of suspenders — twenty-five years brimful of experience and endeavor. Sixteen of these years have been spent on our present site—where are now manufactured all grades of suspenders—suspenders that have stood the test of years and the buffeting of keen competition.

During these twenty-five years we have been selling to the trade direct, all over the Dominion.

Our well-known and fast-selling grades are:

King George
Linend, Excello
Kitchener Coatless

KING GEORGE

THE KING GEORGE is a splendid high service brace, a popular selling suspender. It has a Sliding Cord and a Supplementary loop which prevents slipping off the shoulders even of the most round shouldered men.

LINEND, a high quality dress brace. EXCELLO, a popular sliding cord brace, and KITCHENER COATLESS, the practical brace for summer wear.

Stock King George, Linend and Excello for brisk Christmas and Winter selling—SEND FOR SAMPLES and PRICES.

Kitchener Suspender Co., Limited
Kitchener, Canada

(FORMERLY THE BERLIN SUSPENDER COMPANY)

If any advertisement interests you, tear it out now and place with letters to be answered.

Kitchener's Example

ORGANIZATION is a powerful factor toward the success of any enterprise. Earl Kitchener has set us an example of what can be accomplished, against tremendous odds, by careful organization.

Fall and Winter business will be better for the merchants who have definitely planned their stores and organized their resources.

Walker Service

shows how this can be accomplished by utilizing space to the greatest advantage to facilitate the handling of merchandise and for serving customers quickly.

Walker Store Equipment means increased business, new patronage and less sales effort.

Section, Grays, Limited, London, Ont.

Walker Store Equipment comprises everything in Fittings, Clothing Cabinets, Showcases, Counters, etc.

Section, Murray-Kay's, Toronto.

Walker Store Equipment

is recognized as the standard for Canada. Send us a plan of your store, make a forward move for bigger business and get the benefit of our experience in store arrangement.

Write to Kitchener, Ontario,—the home of the Walker Bin and Store Fixture Company. Send us your floor plan and get estimates without obligation.

For Western Rush Orders, stock carried at Vancouver, Edmonton, Saskatoon and Winnipeg; Ontario and Eastern Provinces supplied from the factory.

The Walker Bin & Store Fixture

Company, Limited Kitchener, Ontario

THE Lang SHIRT

"The Line of Unusual Values"

FOR Spring and Summer Season 1917 we are fortunate in having a large quantity of fast color materials bought well ahead. The range will include the sensible novelty features as well as a strong representation of standard lines. We specialize in fine quality shirts made up for retailers under their own name. Your connection backed by Lang quality will build for you under your own name the most profitable and most permanent shirt department. Ask the man who sells them and arrange to see the Lang range before placing for Spring. Samples on request.

The Lang Shirt Co., Limited
Kitchener, Ontario

D 13

If any advertisement interests you, tear it out now and place with letters to be answered.

The collar that workingmen will ask for.

"COLONIAL" Union-Made COLLARS

Union-made collars are now being supplied from our factory to the trade at $1.20 per doz. We have special prices to buyers of 50 doz. lots. Quarter sizes will be made as ordered.

These collars are an addition to our Colonial Shirt Line.

COLONIAL CLUB SHIRTS

are popular sellers, well finished throughout; have neat fitting collars and two flap-pockets—Union Made.

Prices from $9.00 to $15.00 a dozen. **Special Discount on 25 dozen lots.**

We also have a full range of fine quality shirts, in the latest patterns.

The Colonial Shirt Company, Limited

KITCHENER, ONTARIO

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Buyers of DOMINION RAINCOATS become satisfied customers because they get the fullest measure of service and value. That is why you make no mistake in selling

DOMINION RAINCOATS

Made in Canada

Each garment carries our guarantee for quality of material and thoroughness of workmanship.

Our salesman is on his way with our 1917 Spring Samples. It will be worth your while to see his line before placing your Raincoat order for Spring.

Canadian Consolidated Rubber Co., Limited

Executive Offices: MONTREAL

28 "SERVICE" BRANCHES THROUGHOUT CANADA.

"Roykraft"

Our New Fall Model
Ready Now

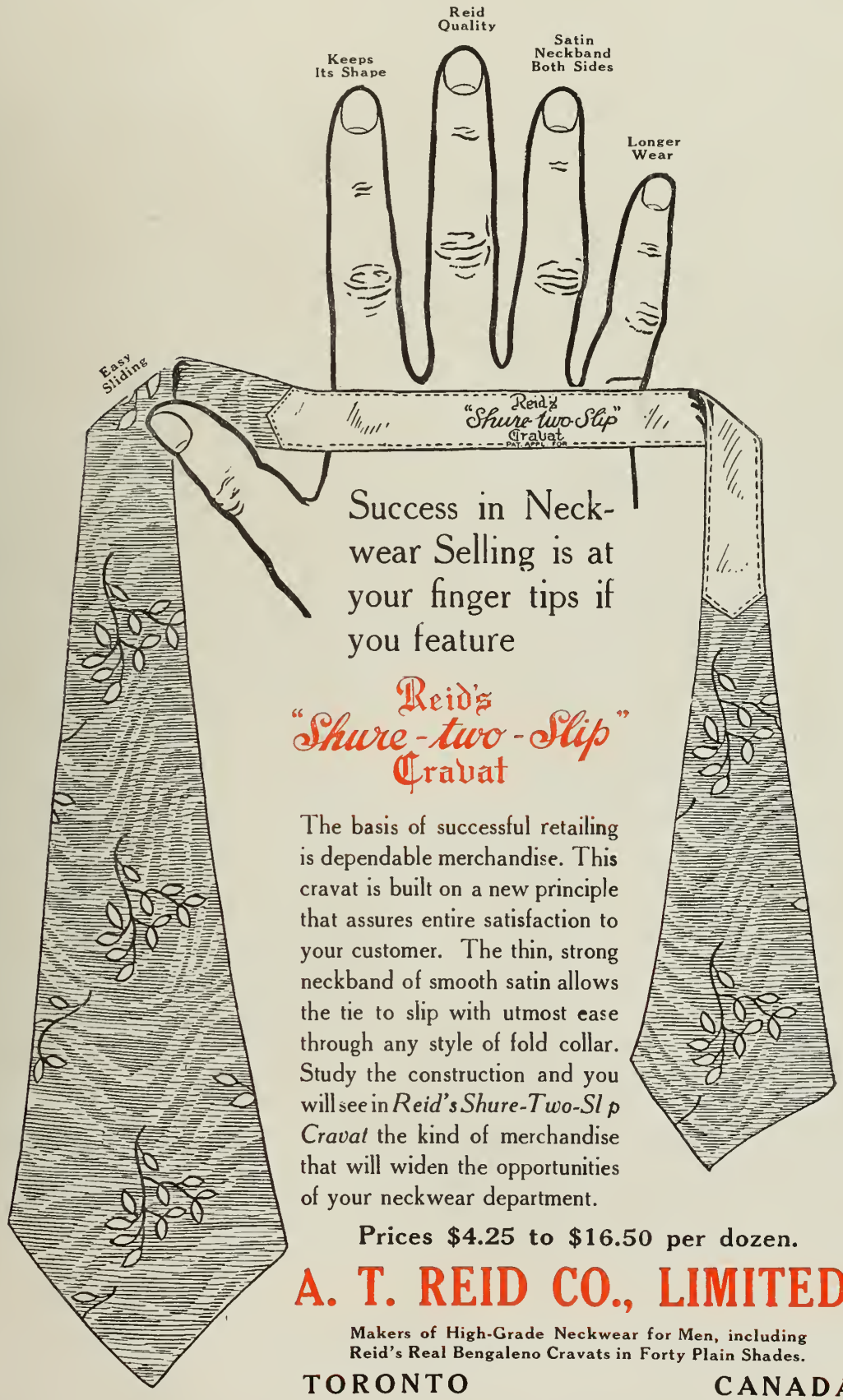
TOOKE BROS., LIMITED

MONTREAL TORONTO WINNIPEG

MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI PUBLICATION OFFICE: TORONTO, NOVEMBER, 1916 No. 11



MEN'S BEST A.T.REID MADE CRAVATS

Success in Neck-wear Selling is at your finger tips if you feature

Reid's "Shure-two-Slip" Cravat

The basis of successful retailing is dependable merchandise. This cravat is built on a new principle that assures entire satisfaction to your customer. The thin, strong neckband of smooth satin allows the tie to slip with utmost ease through any style of fold collar. Study the construction and you will see in *Reid's Shure-Two-Slip Cravat* the kind of merchandise that will widen the opportunities of your neckwear department.

Prices $4.25 to $16.50 per dozen.

A. T. REID CO., LIMITED

Makers of High-Grade Neckwear for Men, including Reid's Real Bengaleno Cravats in Forty Plain Shades.

TORONTO CANADA

ARROW

form fit (PAT)

COLLARS

BERWICK
2½ inches

Curve cut to fit over the bones and muscles of the shoulder. Means greater comfort and at the same time improves the sit of the collar.

TALBOT
2⅜ inches

It is an exclusive Arrow feature

$1.20 the doz.

CLUETT, PEABODY & CO. INC.

Makers

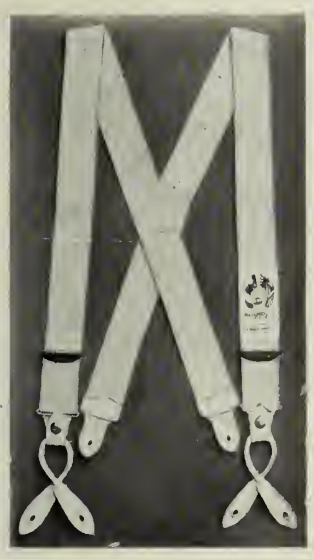
MONTREAL, CANADA

Splendid Sellers for Xmas Trade

The *Kitchener* brace, put up in attractive patriotic boxes, will sell quickly during the holiday season. It as a suitable gift for soldier or civilian.

The *Kitchener* cord brace fills every wish of those who desire the freedom of this model.

The *Kitchener* is also constructed in the old style, and meets the needs of all who prefer that model.



The Monarch Suspender Co.

TORONTO CANADA

CAPS will be prominent in Holiday Buying.

Caps are in great favor at present—they will be appreciated as presents by men, boys and girls, by all, in fact, who love the open air.

COOPER CAPS ∴

Will bring this business to your store. For value, smart style, exclusive patterns they lead.

Send your sorting orders in at once for prompt delivery. See our attractive new Spring Models.

Cooper Cap Company

Cooper Building
260 Spadina Avenue, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

A User of Waterproof Collars

and why he prefers

Challenge Brand

Shooting Teddy Bears

When a man lays aside the garb of civilization to enjoy the care-free life of the happy winter he wants to forget all about linen collars, starched shirts and other harness decreed by that despotic monster, Custom. But one cannot shoot the grizzly and the moose all the time, so one must perforce come back to the ways of civilization, and here is where the "**Arlington**" Collar serves the hunter a good service. He can pack it in his kit, without fear of it being harmed; then it is ready for the return trip as soon as he touches the fringe of conventionalism again.

The hunter is but one of many types of men that find the "**Arlington**" a serviceable collar. It is to meet the requirements of these various types of men that **Challenge Brand** offers several grades and styles at different prices. This enables the dealer to satisfy many instead of the few. But the point to be emphasized is this: All the year round there is a market for Challenge Brand Collars—always some occasion apart from general trade when the "**Arlington**" "**Challenge**" **Brand** Collar will be in requisition. For this reason it behooves the dealer to keep a constant display of **Challenge Brand** Collars before his customers to catch the special occasion trade as well as the steady sales of customers who want the latest styles in **Arlington** Challenge Brand Collars.

REPLENISH YOUR LOW STOCK WITH OUR
NEWEST STYLES. TRY A COUNTER DISPLAY.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 810 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

One of the latest products of our Ready-to-Wear Department. Many other equally attractive Style-Craft models are being shown for Spring, 1917.

Ask to see our full range, then order immediately what you will want for the late Fall and Christmas Trade.

E. G. Hachborn & Company

50-54 YORK STREET, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Value and Service

The keynote of

"Fashion-Craft"

Success

QUALITY CLOTHES

WITH A REPUTATION

Created by style artists and fashioned by skilled workmen.

MATERIALS, THE BEST THAT CAN BE PROCURED.

We want live wire agents where we are not already represented.

Are you interested? If so, write promotion department.

Fashion-Craft Mfrs., Limited

MONTREAL

FASHION-CRAFT

If any advertisement interests you, tear it out now and place with letters to be answered.

Warning!

Last year there was a great shortage of

"KING" Summer Suspenders

This is a live line that has had eight years' successful selling and is still thriving.

Send your order

NOW

to your nearest jobber or direct to us, and make sure of your supply

For 1917

Our national advertising helps to sell.

King

RUST PROOF SUMMER SUSPENDER

TWO OR FOUR POINT.

Metal parts are positively rust-proof. Will not stain or soil fine fabric shirts. The webbing is still of the high-class sweat-proof yarns.

The King Suspender Company

64-66-68 Adelaide St. East - Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Patented button-down skirt showing neat jacket effect.

Skirt up showing suspenders which are attached to back of jacket.

Showing the convenient drop seat arrangement.

Yes, Sir, a Brand New Idea!

Just the thing for your Overall counter.

ARM & HAMMER BRAND
SHIRTS
OVERALLS
J. A. HAUGH MFG. CO., LTD.

Study the exclusive patented features of our *New One-Piece Work Suit* here illustrated, then ask yourself—Is it not the logical garment for trainmen, mechanics, motorists and others?

The Arm and Hammer One-Piece Suit is going to revolutionize the overall trade. The overall wearer will quickly appreciate the tremendous difference between it and the old style cumbersome, ill-fitting, full-back, one-piece suit.

Our new One-Piece is cut like a suit of clothes. Concealed elastic patented suspender, patent drop seat; no tiring shoulder strap, no binding belt, no loose coat tails—just an ideal, snug-fitting work suit that's going to be a real, live seller.

To make sure of early Spring delivery order now.

The J. A. Haugh Mfg. Co., Ltd.
Toronto, Canada

"DRYGIENIC" REGD. WEATHERPROOF CLOTHING

THE TRENCH COAT

The "Drygienic" Trench Coat is made from Regulation Khaki Fine Cotton Twillette, Lined Check. Both of these materials are thoroughly Rainproofed, and the Coat is interlined **throughout** with a very lightweight guaranteed Waterproof Fabric, rendering the garment absolutely impervious to rain. The Drygienic Waterproofs are Tailor Made garments, and embody the maximum of style in conjunction with fulfilling the severest Service conditions.

We hold large Stocks of Officers' Service Clothing, Whipcord and Drill Service Jackets, Breeches, Slacks, etc. British Warms, Greatcoats, Bedford Cord Breeches, Leather Shells, Fleece Shells, Leather Undercoats and general equipment.

Special Value in Leather-base Haversacks.

If unable to obtain through your jobber, get in touch with us.

"References required with new enquiries."

L. NEDAS
D Dept.
WHOLESALE CLOTHIERS
122 Cannon St. Road, London, Eng.

Telephone: 5988 Avenue.
Cables: "Dryness, London."
Code A. B. C. 5th used.
Telegrams: "DRYNESS, EDO, LONDON"

THE BELTED SLIP-ON

If any advertisement interests you, tear it out now and place with letters to be answered.

Carry No Stock

Merchants: You are not obliged to keep a stock of soldiers' and officers' uniforms that are uncertain of being sold.

By keeping in touch with our big organization you can have orders filled on the shortest notice. *Style, Fit and Workmanship* of the highest order guaranteed. We are WHOLESALE MILITARY TAILORS, making a specialty of officers' high class uniforms. Our forty years' experience enables us to give you the acme of military tailoring.

Send for our samples of cloth, self-measurement forms and price list to the trade.

You can take orders without carrying stock and have them filled promptly and satisfactorily. The margin of profit to you will be substantial without any outlay.

Get in touch with us to-day.

The Soldier's Friend

A Paste Polish of Unusual Merit. For Polishing Buttons and All-Metallic Parts of a Soldier's Uniform and Equipment.

THE SOLDIER'S FRIEND
FOR POLISHING THE METALLIC PARTS OF A SOLDIER'S CLOTHING AND EQUIPMENT
RUB THE PASTE WELL ON WITH DAMP SPONGE OR FINGER AND POLISH WITH BRASS BRUSH
Consurvr, Curtis & Co. Bristol
PEARL PLATE PASTE

PRICE PER TIN, TEN CENTS

"SOLDIER'S FRIEND" is put up in heavy cardboard cartons, containing one gross of tins. Weight, 16½ lbs.

Liberal profit. We make special prices to dealers.

We are sole agents for WILKINSON SWORD CO., Limited, London, England, also supply Cloths, Trimmings, Accoutrements, Badges, Buttons, Button Sticks, Fox's Puttees, Whistles, Whistle Cords, Spurs, Belts, Service Caps, Trench Caps, Cap Covers, Haversacks, etc. Tell us your miltary requirements.

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH:
291 Garry Street
WINNIPEG

For Christmas Selling—

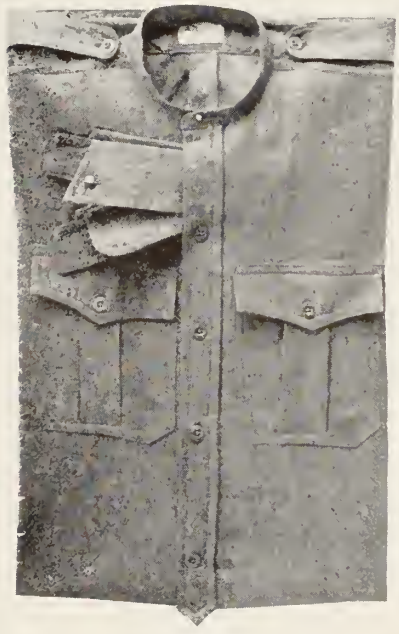
The Bentro-Knit Line
gives substantial profit to you and entire satisfaction to your customers. The wear, the style, the quality and finish are up to the highest expectations.

Sweater coats will be a popular feature of Christmas gift-giving, not only for soldiers at home and in the trenches, but for men and ladies. Put the **Bentro-Knit** line to the fore and get a substantial profit.

To make certain of your supply of sweaters for the 1917 trade, get your orders in at once. The heavy demand and other difficulties make deliveries of late orders very uncertain.

The Williams-Trow Knitting Company

STRATFORD LIMITED CANADA



Officers' Military Shirt

The Deacon SHIRT

The Shirt That Quality Popularized.

The Deacon Shirt

by its unusual good qualities in workmanship and material meets the requirements of men and boys appreciating an easy-fitting, long-wearing shirt at a popular price. The Deacon is made in a variety of styles, something to suit every taste. Whether for work or play you cannot give your customers a more satisfactory shirt than the Deacon.

Note the Officers' Shirt here illustrated. It is strictly regulation style—we know the needs of soldiers and officers and we work accordingly. We are showing several lines of military shirts in Khaki Flannel and Cotton, and every one is a winner.

See our complete range for Spring 1917. Our travellers are now on the road. Deacon values will interest you.

The Deacon Shirt Co. - Belleville, Canada

If any advertisement interests you tear it out now and place with letters to be answered.

Get Holiday Season Orders

The Christmas season being near, young men are thinking of their holiday suit. Make a bid for this business. *Use the Leishman Special Made-to-Order Department* and attract the men who are particular to get clothes that are smart in Style and individual in Fit.

Get your orders in early, so that deliveries before Xmas may be assured. Get the Leishman outfits if you have no agency.

Our 1917 Spring and Summer Styles in Ready-to-Wear Suits and Overcoats are now being shown—See this Range.

Wm. H. Leishman & Company, Limited

68 Temperance Street, Toronto

Makers of Better Tailored Garments for Men

Just what you need to sell more caps

The handsome Cap Stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5 ft. 8 in. high, 27 in. wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $25.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

MILLER AND COMPANY

Sault Ste. Marie, Ontario

Cloth-Craft

One Price Only

Real Donegal Tweed

Cloth-Craft Caps—Clever makes from British Woolens—give you leadership. Price $10.50 *30 days.*

ONE PRICE ONLY.

"Macspecial Brand Caps" for general trade, assorted patterns, $4.50 to $6.50, regular $6.50 to $9 per doz.

Prepaid SAMPLE SHIPMENT ON APPROVAL. Regular size half-dozens of Cloth Craft and Empire Brand Caps sent on approval prepaid to responsible retailers anywhere in Canada. Drop me a postcard and examine the Caps; if satisfactory keep; if not, return at my expense.

J. T. MacLEOD

Men's and Children's Headwear

28 WELLINGTON STREET WEST, TORONTO

Selling Agent for the Wolthausen Hat Corporation, Limited, of Canada.

Our Stock is Complete for Fall Sorting

Our samples are ready for Spring, 1917. See our travellers, call, if in Toronto, or write us.

Scarce Goods

Khaki Wool Half Hose, plain and ribbed, @ $4.25 and $4.50.
English Khaki Ribbed, @ $6.50.
English Heather Mixtures and Grey, @ $6.50.
English Black Cashmere, @ $2.75.
Wool Gloves—Grey, $5.50; Khaki, $6.50.
Khaki Shade Burberry Style Raincoat, $12.00.

Sole Agents for Young & Rochester Shirts, Dressing Gowns and House Coats.
Tress' Noted Hats, Caps and Straws.
Official Service and Trench Caps.
"Aquatite" Rain and Trench Coats.

Complete Stock of Military Equipment

Leggings, Puttees and Spurs, Crops and Whips, Kit Bag Handles and Locks, Military Books, "Redio" Cloths and Soldier's Friend, Belts, Signal Poles and Flags, Slickers and Caps.

Wreyford & Company

85 King Street West - Toronto

Wholesale Military Outfitters and Manufacturers' Agents

"Craftana"

Registered No. 262,0

THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

If any advertisement interests you, tear it out now and place with letters to be answered.

Broadway

Clothes for exacting men

November, 1916 Quick Deliveries

Winning Trade

Some men still favor the Custom Tailor on mere prejudice. They believe that ready-to-wear clothes are only for men of indifferent ideas of dress.

Broadway Clothes

are helping to dispel this notion, and many have had their eyes open to the advantages of buying a ready tailored Broadway suit, not only for fit, but for the character and smart style that a custom tailor cannot emulate.

The exacting man finds in a *Broadway* suit or overcoat the fulfilment of his expectations.

Our New Range, one model of which is herewith shown, is a splendid showing of our ability to make clothes that will please the most exacting. See this range. Wire, write or phone us and we will meet your time and submit samples.

Randall and Johnston

LIMITED TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Trade D Mark

TEXEND BRACES

GIVE COMFORT

Texend Braces are light, and the reinforced fabric ends button easily and stay buttoned. Texends are made in elastic or non-elastic lisle webs.

SAVE SHIRTS

No metals used in Texend Braces that will mark the finest shirt fabrics. All these parts are enameled. Then the light weight of the Texend removes danger of soiling through perspiration.

Now Retailing at 75c.

Tremendous advances in raw material prices made advance on the Texend absolutely necessary if the fineness of materials and workmanship, which has popularized this line, were to be retained.

The new price offers the retailer a wider margin of profit than the old. Your Customers will readily pay this. They want quality, and now understand why advances are necessary.

The Dominion Suspender Co., Limited

NIAGARA FALLS, CANADA

Extra Value!

The extra value of *"Imperial" Underwear*, with its five special features countermands the higher prices for your customers. The *Lap-Seam Shoulders, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch and Improved Knit Cuffs and Anklets* mean extra long wear, more comfort and unbeatable value for the money.

Made in two-piece suits and combinations

Get Samples and see for yourself the profit and selling features of Imperial Underwear.

Kingston Hosiery Co., Ltd.

KINGSTON, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Fit-Reform

This is the Label that good dressers of Canada look for—which is attached to the pocket of every Fit-Reform garment

If Fit-Reform is not in your district, write us and we will supply all information.

Our Made-to-Measure Department

is unsurpassed in the Dominion. We shall be glad to furnish detail as to how to acquire it.

E. A. Small Co.
Limited
Montreal

BOYS' NIFTY SUITS

KITCHENER DEVON

Here are just a few of our Latest Fall and Spring designs in Boys' Nifty Suits.

We make a very big variety, also Young Men's and Men's.

Every Suit Guaranteed.

Ask for samples—or give us a call when on the market.

HELLEUR, GARIEPY & BRODERICK, LIMITED

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes

16 Craig Street West - - MONTREAL, Quebec

Made in Canada—By Canadians—For Canadians

FOR THE MILLIONAIRE

"Everyman's" TRADE MFD BY MARK DAVIS BROS

FOR THE MILLION

Specializing on Trousers

Riding Breeches

We have arranged to supply your requirements for the riding breeches needed so largely at present—having on hand good stocks of Bedford cords and brown whipcords in the popular grade.

If our traveler has not already called on you, it will be well worth your while to ask us to submit samples and prices of these, and our other lines. Both samples and prices will distinctly interest you.

DO IT NOW

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

THE WINNERS

CASH'S POPLIN

POPULAR

NECKWEAR

(TUBULAR)

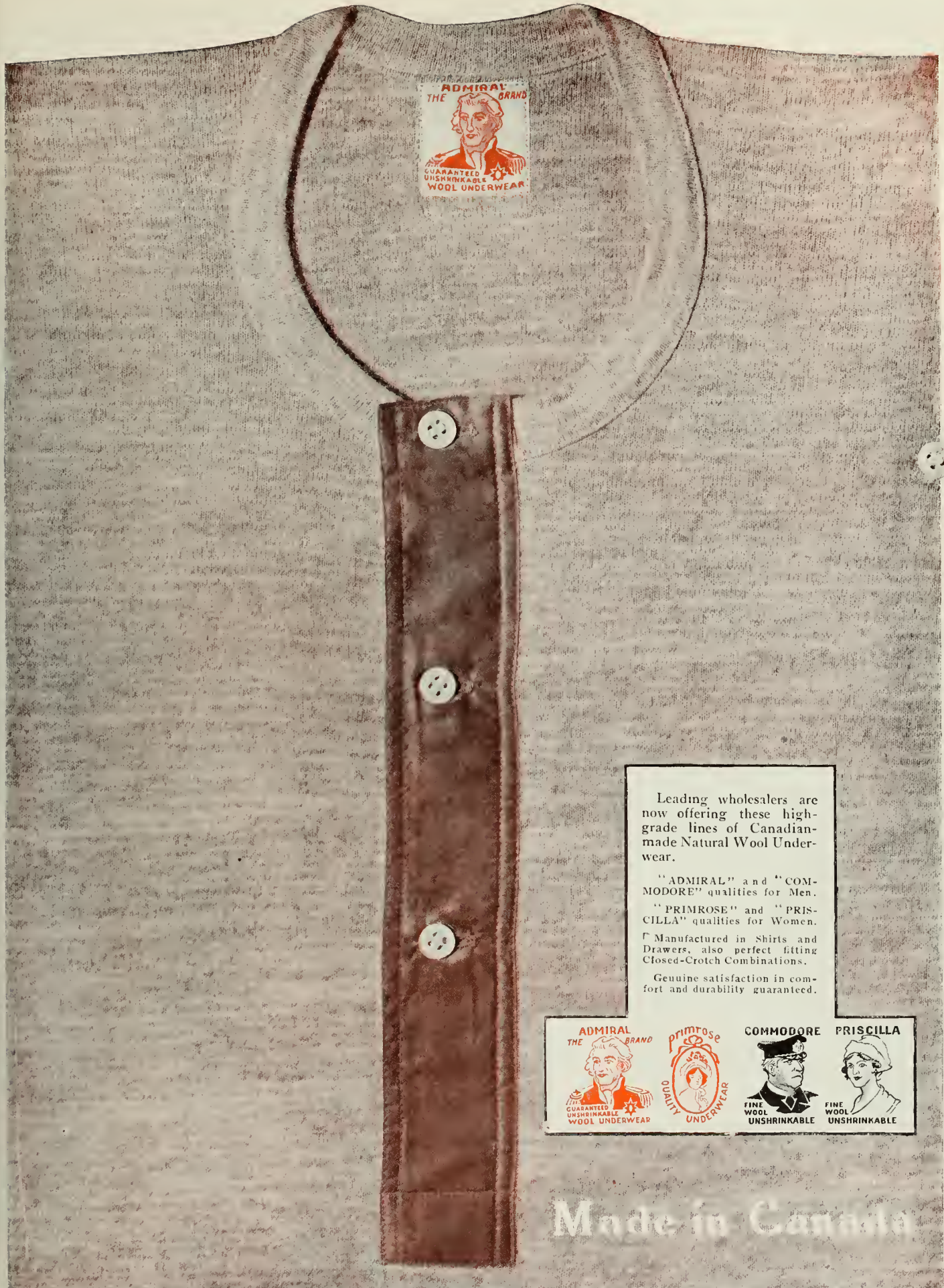
BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED

301 ST. JAMES STREET, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Leading wholesalers are now offering these high-grade lines of Canadian-made Natural Wool Underwear.

"ADMIRAL" and "COMMODORE" qualities for Men.

"PRIMROSE" and "PRISCILLA" qualities for Women.

Manufactured in Shirts and Drawers, also perfect fitting Closed-Crotch Combinations.

Genuine satisfaction in comfort and durability guaranteed.

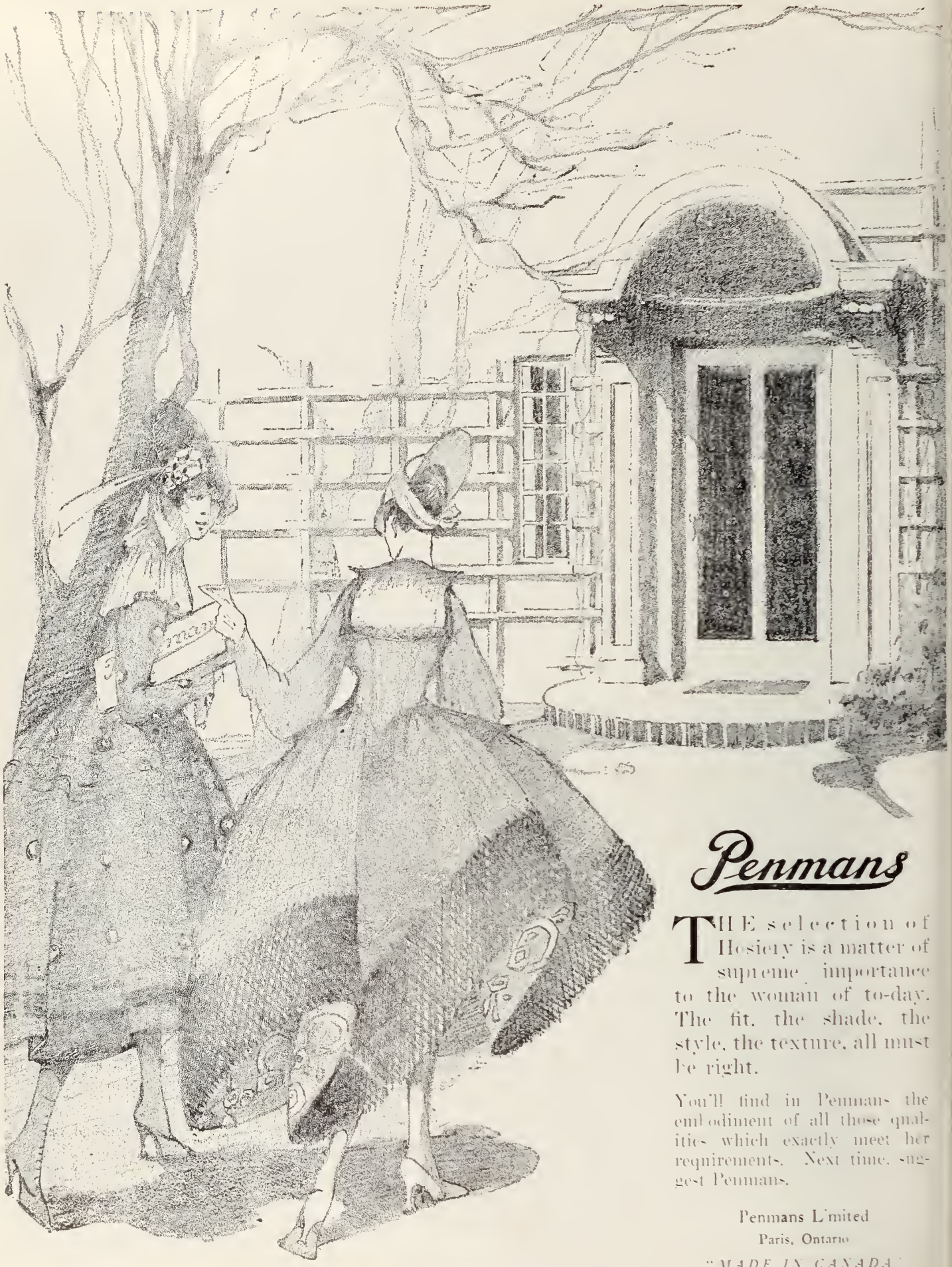
ADMIRAL THE BRAND GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

primrose QUALITY UNDERWEAR

COMMODORE FINE WOOL UNSHRINKABLE

PRISCILLA FINE WOOL UNSHRINKABLE

Made in Canada



Penmans

THE selection of Hosiery is a matter of supreme importance to the woman of to-day. The fit, the shade, the style, the texture, all must be right.

You'll find in Penmans the embodiment of all those qualities which exactly meet her requirements. Next time, suggest Penmans.

Penmans Limited
Paris, Ontario
"MADE IN CANADA"

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 7 TORONTO, NOVEMBER, 1916 No. 11

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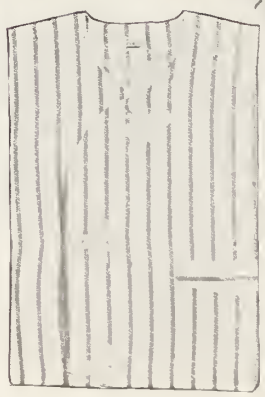

Spring
1917

TOOKE BROS., LIMITED
TORONTO MONTREAL WINNIPEG

A Few of Our New Designs.

SEE OUR SILK FRONTS AT POPULAR PRICES

Tooke

TOOKE BROS., LIMITED

TORONTO MONTREAL WINNIPEG

The Range Is Now Out.

Every customer who has seen our samples is very enthusiastic over them

Spring
1917

Are We Downhearted?-NO!

THE desolation and hardships of war, and the worst of winter weather, cannot damp the spirits of our Canadians when the Christmas boxes arrive from "home."

As your customers plan the parcels for those who are dear to them, don't let them forget that Gillette shaving equipment is just as keenly appreciated on active service as are sweaters, mitts and "eats." For the soldier who already has a

Gillette Safety Razor

a generous supply of blades is more than welcome, for probably he is sharing the razor with his pals who are not so fortunate.

Clean shaving is in high favor among our troops—because it is sanitary—because it makes the dressing of face wounds easier—but most of all because of its bracing effect.

The Gillette is best for the job, and the man who has one is most popular with his platoon.

Plant such suggestions in the minds of your customers—cultivate them with prominent Gillette displays and skilful reminders—and you'll reap a crop of Gillette orders that will more than repay the thought and effort.

Gillette Safety Razor Co. of Canada, Limited

Office and Factory: The Gillette Building, Montreal

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, NOVEMBER, 1916 NO. 1

TWO CHRISTMAS SEASONS THIS YEAR

The First Ends December First, when All Presents to the Soldiers in England, France and Flanders Must be off—Then Comes the Regular Period of Christmas Buying—Men's Wear Dealers' Unusual Opportunity.

ONLY about 50 more shopping days until Christmas. To the men's wear merchants that means that there remain just fifty days in which the grasp perhaps the biggest opportunity ever presented to those dealing in this line in Canada.

Fifty days! There is not much time to spare, for in many cases much is sure to be necessary before the heavy demand of December commences. There is more than ever to be done this year, because, as things are in Canada at the present time, there will be practically two Christmas present buying periods—the first for buying presents to be sent to soldiers overseas, and the second the buying time for those who remain in Canada, for those who will be able to get the present which is sent only a few days before Christmas.

The opportunities to get a big share of the Christmas business this year are greater than ever before. In the first place there is general prosperity, and that will mean a general readiness to buy Christmas presents. On the other hand there is a feeling of cautiousness over the whole Dominion—the conserving of resources is being urged. As a result, while people are ready to spend money, they want to spend it in a useful way. This is sure to have an effect on the Christmas trade.

The Day of Useful Presents

More than ever before—and for years back this tendency has been noted—there will be a turning towards the useful Christmas presents. A pair of new socks will be more appreciated by father than a book which he does not want. Many a man has been really pleased by a pair of suspenders in the bottom of his sock. He needed these. He did not particularly need a silver frame surrounding the likeness of some heroine of the ballet. In the family circles such gifts as underwear, shirts, collars, garters, are entirely suitable and are much appreciated. Friends feel very pleased to receive neckwear, shirts, and similar lines of apparel. As has been said, all realize the peculiar suitability of such presents at the present time.

So there exists now an unusual opportunity for men's wear dealers. They have the two things to bear in mind, first the trade in Christmas presents to go to the boys in khaki overseas; and second, the trade in Christmas presents for the soldiers remaining in Canada and for the men, boys and women who are not connected with the army.

For the business in Christmas presents to be sent to soldiers there are some points to be borne particularly in mind—points regarding the way these should be parcelled, and regarding the date of postage. MEN'S WEAR REVIEW has gone carefully into this subject and is giving in this issue the exact information. The hope is that merchants and clerks, after reading this, will be in a position to advise their customers exactly what they must do to

A series of really "useful" gifts in woolen garments.

get the parcels to Private So and So or Sergeant So and So, in time for the holiday—whether he be in England, France or Flanders. Many merchants, perhaps will find it to their advantage to undertake the mailing of these parcels. It shows a nice interest in the customer's son or friend at the front, if the merchant says, "Let me look after sending that present. I have all the information as to when it should be sent, and how parceled, at hand."

But while full information on mailing dates is given elsewhere, it may be generally stated here that presents for the soldiers overseas will have to leave Canada by about the first of December. This means that to get a big share of business in presents to be sent the men in khaki, merchants will have to get after this not later than the 7th to the 10th of November. The earlier they start to work up this business the better, as thus they make their store a centre for that line.

Now to get this business there is necessary not only a consideration of selling method, but an immediate inspection of stock to make sure that the goods required are on hand in sufficient quantity. If sorting orders are needed they should be rushed to the manufacturers immediately. It is now late, as deliveries are exceedingly slow this year, but if a merchant sends in his order by the first of November, or shortly thereafter, he will quite likely be able to sort up his stock to a satisfactory point.

What Are Suitable Gifts.

What are some of the goods suitable for presents to the soldiers overseas? Well, we all have our experiences of last year to go upon. Then there were in Canada, and overseas, something like one hundred and fifty thousand men. Now the number has considerably more than doubled, so that the demand may properly be expected to reach twice the figures of last year. The goods required to satisfy the demand, however, will be very similar—fortunately for the men's wear dealers, they supply many of the lines wanted by the soldiers, the very lines which will be sent them by relations and friends at home.

Of course many smokes will be sent. There will be many boxes of candy. Many sticks of chewing gum will find their way into the parcels. Merchants would do well to recognize that these other lines will be going, and to offer their customers to combine such purchases with those made in their own stores, sending all in one parcel. It is service of this kind which makes a store so popular.

A series of really "useful" gifts in woolen garments.

Undoubtedly sweater coats are one of the big lines sent overseas—the government supplies these, it is true, but not nearly in large enough quantities for the wear and tear is tremendous. Moreover, the number of said coats which can be worn is very great. Underwear is another line particularly suitable as a Christmas present. Of course socks find their way in every parcel. Men's flannel shirts are wanted. It is not a nice thing to think of—still less to write about—but there is a physical state endured by those in the trenches and in England, too, which is designated by soldiers as being "crummy." This disease simply means that a thorough change of underclothing is very desirable. And remember, every one over in France is prone to this crumminess. It is not a private's affliction. It is common to all who fight the other hun. Gloves, breeches, and puttees, handkerchiefs in almost any quantity, suspenders, razors, shaving material generally, waterproof coats, sleeping bags. These and many other lines are suitable. Not all go in any one parcel, of course, but more will go in the Christmas parcels than in parcels sent at any other time, and merchants will be well advised to get a good stock on hand for that trade.

This whole business in Christmas presents for the soldier's overseas can be practically cleaned up before the heavy demand for Christmas presents to be delivered in Canada comes upon the merchant.

But there is a large demand for presents with a Canadian destination. Under this head there still must be a consideration of the soldiers. Many battalions are wintering in Canada, and under the more active recruiting system which may be adopted, quite possibly ranks will be increased during the Winter.

An Even Wider Range.

In a general way, these soldiers in Canada will be pleased by gifts similar to those sent to their brothers-in-arms overseas. The choice of presents for these men, however, is somewhat wider, for instance, swagger sticks are more required by men still in Canada, than by those at the front—so also with riding crops for the artillery men. These, after all, are largely for street use, to enable the soldier to make a smart appearance, but they are hardly suitable lines to be sent overseas.

The soldier in Canada will want just as much as does the soldier overseas, sweater coats, underwear, handkerchiefs, socks, shirts, suspenders, khaki neckwear, shaving materials, etc. It must be remembered that for the early morning parade, no particular uniform is required. It is bitterly cold in the early morning, during the Winter months, and the soldiers pile on the underwear, the sweater coats, etc.

Then for present trade for those who are not under arms, there is a huge opportunity this year, and one which should be immediately planned for.

It is certain that a good many suits of clothes will be bought as Christmas presents—also overcoats. Some of these will be bought by a father for his son, some by the family for father. Usually the recipient will be taken into the confidence of the donors in cases like these, for once past the age of, say, 16, the element of surprise is not so all important in a Christmas gift.

Merchants wanting to get this business, and counting upon special measure service to do it, would do well to get after it early. There is sure to be a huge demand on the manufacturers, and only those getting their orders in by say, the third week in November, will be sure of delivery

A good display of evening wear—especially effective around the Christmas season.

before the holiday. It is likely that later orders will be attended to in time by some manufacturers, but they will be unable to guarantee delivery.

Big Chance for Boys' Business.

Then the boys' clothing department should be a very good one this year. Boys themselves are earning more and perhaps will be spending some of their own money at this season. Christmas, of course, is one of the dress-up periods of the year, and Christmas is the end of the school term which means that at this time the suit which has been kept for best becomes the regular suit, and a new Sunday suit is bought. It is one of the useful presents which is given the boy.

What is true of suits is also true of overcoats, and in this connection mention might be made of the military lines on the market this year. These are being turned out in splendid models and are peculiarly suited to this Christmas present business. They will delight the boy and will delight the parents too, who are glad to present the boy with a really useful gift.

Neckwear, of course, will be particularly strong, as always at this season. Manufacturers are turning out new patterns, but as indicated some time ago, the merchants who bought early probably have the best assorted stock.

Nevertheless, even these merchants will do well to consider the late offerings, for more than ever silks are coming through in a way which necessitates the sending out of patterns at irregular intervals.

Mufflers are sure to be another splendid line. These are being offered in fringe effects almost entirely—many of them in flat silks but many in knitted silk. In this latter class, there is a variation in price as a result of the finish. Where the color is introduced near the end of the scarf there will be an irregular blending for an inch or so, in many scarfs. This can be prevented if the knitting machine is stopped before the new color is run on. That reduces the output of the machine tremendously and means an increase in the price of $3 a dozen.

For the civilian, too, such lines as underwear, sweater coats, hosiery, suspenders, are exceedingly appropriate.

(Continued on page 27)

USEFUL PRESENTS FOR THE SOLDIERS

Some Rules and Regulations as to Rates for Various Overseas Destinations—Endeavor to Sell Customers Gifts for Abroad Very Early—Parcels for the Continent Should Leave Canada Last Week in November

MEN'S wear men who were in business last year will remember that their experience with regard to Christmas shopping for soldiers overseas, showed the necessity for hustling and selling as much Christmas stuff as possible up to the last week in November in order that it might be shipped overseas about that time. MEN'S WEAR REVIEW has again been at considerable pains to give you information that you can hand out to your customers as to the reason why they should buy their Christmas gifts for the men overseas, very early. The Post Office authorities point out several things.

1. For all soldiers in France, Flanders, and in camps in England, all parcels for Christmas should be at the Atlantic sea board by the first of the last week in November: that is about the 27th. The Post Office will not guarantee any delivery of parcels to soldiers in France, Flanders, or England which are not at the Atlantic seaboard by that time. This means that you should endeavor to get your customers to despatch their parcels from their home town, a full week before that.

2. So far as Salonika and Egypt are concerned, the

PRIVATE R. DEURY,
N. 76953,
No 1 Company, 2nd Battalion,
1st Canadian Contingent,
British Expeditionary Force,
LONDON, ENG.

authorities will not guarantee delivery to soldiers in either of these places at all by any certain time. They say that they will do their best to get over parcels and letters in time for Christmas if they are posted in Canada in sufficient time. In ordinary peace time a letter or parcel for Salonika would have to be mailed 28 days before the time of delivery in Salonika. For Egypt the time would be about 5 weeks. In these times however, no parcels will stand much chance of reaching either Egypt or Salonika, under an allowance of two months for the journey. Nevertheless there is a chance that mail will get through under that time. It will readily be seen, however, that owing to the war, which has now embroiled so many Balkan Nations, postal arrangements with these countries are all affected and no definite promise as to time of delivery can be furnished.

Stocks Should Be Bought

The two foregoing paragraphs mean for the men's wear man that his Christmas stock should be bought now, in order to give customers lots of time to purchase and dispatch. You should point out to your customers that if they expect to have their gifts in France or Egypt or wherever they are being sent in time for Christmas, they should buy them and send them immediately. A good many men's wear men have already bought their stock of useful presents for soldiers and are displaying it. These people are on the right track. One large concern in Toronto has been selling Christmas gifts for men overseas, since the first week in October. It was none too early. It is up to the retailer to see that he advises his customers in every possible way to buy their useful presents at once and get them away at once. This can be done by an announcement in the way of advertising in the local paper and also by window cards in the store. Make it very plain that customers should buy now and send their stuff away now, and prepare to be able to handle that trade by having the goods well displayed and being in a position accurately to inform your customers on all points which they may mention.

The following are the rates for parcels Overseas:

To England:

1 lb., 12 cents,
2 lbs., 24 cents,
3 lbs., 36 cents,

and 12 cents extra for each additional lb., that is a rate of 12 cents a lb.

To France:

1 to 3 lbs., 24 cents,
3 to 7 lbs., 32 cents.

To Egypt, and Salonika:

1 lb., 32 cents,
2 lbs., 40 cents,
3 lbs., 48 cents,
4 lbs., 74 cents,
5 lbs., 82 cents,
6 lbs., 90 cents,
7 lbs., 98 cents.

As to regulations for packing, the ordinary parcel post regulations apply so far as parcels for France, and Great Britain are concerned. Every men's wear man should, however, have a post office guide in his store, and look up therein the information as to rates, packing and so on, so that he is in an excellent position to advise his customers on these various points.

With regard to parcels going to Salonika and Egypt and Eastern points, the Post Office suggests that the sender should apply to the local post office for particulars as to packing. No broad rule can be given. In each case it will be better for the men's wear men to apply to his own post office and get some particulars, and to refer his customers to the post office in their own town, in order that they may be sure of conforming to all regulations.

An important point to remember is that all soldiers abroad should be addressed by number and should be addressed in care of the Canadian Expeditionary Force, at London. On this page is given a sample address, and men's wear men, if they are not already familiar with these details, should acquaint themselves in order that they may be fully prepared to give information on the matter to their own customers.

These hints should do a good deal to prepare the men's wear dealer for being a sort of encyclopedia on the various points mentioned. He should be properly posted so that he is in a position to advise customers how to send parcels or, failing that, to send them for his customer.

BOYS' OPENING WITH CHARLIE CHAPLIN AND A WIGWAM

Attractive Features in St. Thomas Store Circulars and Ads. That Brought the Boys—Two Square Laid Out With Unit Trims—A Capital Starting Point

WHEN will we consider the Boys' Department so important, so big a factor in building up a permanent business, that we will plan for it as we do the Men's Department, or as the dry goods store does its department of women's and misses wear? Very often the same dry goods store gives more attention and better display to its Infants' Department than the large men's wear store does to its Boys' Department.

Various plans have been described in MEN'S WEAR REVIEW by which the interest of the boys and their mothers has been aroused in the Boys' Department. There have been plans by which letters have been sent to the boys on their birthdays, sometimes containing a little souvenir, at other times just a kindly note reminding them that such and such a store carries everything that they need. There have been competitions for bicycles or little automobiles in which the boys collected coupons from all their friends, and, —where the firm was endowed with a shrewd sense of the boys' feelings—there were in addition consolation prizes that would provide more than one and thus relieve the disappointment of probably hundreds of boys who had taken part in this competition. Jack-knives have been given away at Fairs, rulers, various sets of school necessaries, such as pencils, pens, rubbers, and so on. Special advertisements have been run in the papers limited to boys' goods alone; stores have run exclusive boys' windows every day, and in various other ways have sought to draw the trade of the youths that need more suits in a year than their fathers.

When a member of the staff of MEN'S WEAR REVIEW was in St. Thomas the other day he ran across a story in the men's and boys' department of the Anderson Co., a large dry goods store there, that looked good to him, in the way of containing a suggestion for other boys' wear departments. The department, it may be mentioned, has no relation to the dry goods end of the store, so that the plan could be tried out by any exclusive men's and boys' business. This, in a word, was an opening, a formal opening, such as the dry goods stores have for millinery, ready-to-wear, dress goods and once in a while a men's wear store has for their men's goods. Very seldom is it tried out for the boys alone.

Regular Features, But Something Different

It chanced that the boys' section of this store had been put on a stronger footing and a more vigorous policy was enacted, and it was thought well to draw public attention to this fact. Hence, large ads. were inserted in the papers, and bills were sent out over the city and country district, announcing a Re-opening Demonstration in that store from March 23rd to 25th, a good period for picking Spring clothing. This announcement contained the regular material that is found in most boys' ads., mentioning Spring suits at $3.95, and other suits at $4.78, with descriptions of these and illustrations beside them with the price in large letters and so on.

But there are other points about this ad. that probably were the real reason for its success. It is a little different from the ordinary boys' department ads. and a reference to the reproduction of the advertisement on this page will show what we mean. Look at the centre of it. You will see a cut of an Indian Wigwam. You will see, too, a picture of a Charlie Chaplin suit, and another one of an

ANNOUNCEMENT
Re-Opening Demonstration—Boys' Department—The Anderson Co., Limited March 23 to 25, inclusive
Boys' Smart Spring Suits $3.95
Boys' Balmaroon Spring Suits
Boys' Spring Suits at $4.78
Indian Wigwams
Kiddies' Play Suits
Soldiers' Suits
"Little Charlie Chaplin" Suits
Indian Chief Suits
SPECIAL ITEM
$3.85
Anderson's for Boys' Suits
Come to Anderson's Always
Bring the Kiddies to Anderson's and see all the good things busy all four days showing you around
We want to be kept
THE ANDERSON COMPANY, LIMITED

Indian Chief. We have never seen an announcement for a boys' department that seemed to us to contain so strong an appeal for boys as this particular bill. There, running right across, are three characters that are familiar to every boy. The soldiers' suit, the Indian and an oddity in the form of a pretty good likeness of the moving picture hero.

These bills were prized so much by the boys that hundreds of them were carried to school, taken out and read there, and passed from one to the other, for no other reason than to see the three figures in the centre with the wigwam and the little papoose sticking his head out of the opening. Where the other would look at the useful line of boys' clothing both above and below, the boy himself would focus his attention on this centre strip.

Parading in the Store

Now for the staging of this event. It was a happy thought of the head of this department not only to show these "side lines," as we might call them, in boys' wear, but to make use of them in the store itself at the Opening. This was held on an evening when an orchestra was there and also in the afternoons. On the main floor of the men's wear section there were two large squares with unit displays, showing various kinds of boys' suits. Around the

store in and out amongst the people, around the squares and amongst the show cases and cabinets ran two or three little fellows, one in a Charlie Chaplin suit, another in an Indian Chief suit, another in a soldier suit. Probably not a single Charlie Chaplin suit was sold. It isn't something a boy can wear to school. It is something that he might wear very suitably on Hallowe'en Night with his little black moustache and those khaki-colored long pants that look as if an iron never formed a crease in them. A few Indian Chief suits probably were sold and several soldier suits. But they performed their part in creating an attraction for the boy before he came in, and added a diversion both for the boy and his mother inside, and did not detract from the general merchandising display on the boys' suits for general wear.

The event was a big success: the department took on new life; the opening acted as a galvanic battery.

Getting the Boys' Names

In this article we have said nothing of the matter in which lists of boys were secured to whom circulars were sent. This is a matter which has been explained a number of times before, one of the chief methods being to keep track of the names of each boy who buys a suit or other article in the store. Another method sometimes used is to take the list published in the papers at the time of promotion examinations. This latter method can be adopted much more easily in a smaller place than a larger. In many cases it would be advisable for the salesman to ask the mother for the names of her children between a certain age, in order that certain announcements might be sent to them. There would be very few who would object to giving this information because they themselves are naturally interested in anything that the store would have to offer, and it would not become a nuisance to them.

Nothing has been said either in this article, about the practice now becoming more usual in good boys' departments, of grouping the various lines in one section where they can be purchased more easily than if the mother herself had to be taken all over the section amongst men's wear goods to secure what she wanted. The main idea, the new idea in the story, is the creation of an attractive atmosphere, which will draw to the store those who are prospective customers for boys' clothing and furnishings, and provide them when they are there such a demonstration that it will not detract but draw their attention to the merchandise itself.

PROGRESSIVE STORE HAS NEW FEATURE

V. L. Evans, of Toronto, Moves Into More Commodious Premises—The No-Counter Idea and How It Works—Making the Store a Community Centre—Stunt for Window Cards Shows Individuality and Initiative

V. L. EVANS of Roncesvalles Avenue, Toronto, has been cited before as an example of a progressive men's wear man, a dealer who has original and worth-while ideas. He has recently been effecting some changes, not only in the actual location of his store, but also in management, and these are worth noticing.

Mr. Evans is now located practically at the junction of two car tracks, and is thus in a position easily to reach passengers transferring from one line to the other. Discussing this with MEN'S WEAR REVIEW, Mr. Evans said:

"Already I have found that I am getting more transfer business than I did before, although my store is only three doors higher up the road. However, it is just that three doors nearer to the transfer point, and after being here for six or seven weeks, I have found myself getting considerable business from passengers transferring from one street car line to another. It was with this in mind that I changed my location and got a store which is next but one to the corner of two crossing tracks. My idea was that if a store presented well dressed windows, and displayed therein the kind of goods which would be suitable for people living in the district, passengers standing a moment or two waiting at the corner to change cars, would naturally be appealed to by my window. This idea is proving correct. Whether I can attribute it to a change of location or whether it is just coincidence, or increased prosperity, or a combination of the three, I do not know but during September my business increased exactly 70 per cent. over September of 1915. This is a noteworthy increase and justifies me in my own mind for making the change of location because I am morally certain that it had at any rate something to do with this gain in trade."

Mr. Evans has now got a store which is somewhat larger than his previous one and is much better arranged, his method of equipment is worth while recording, differing

as it does from the method adopted by a number of other men's wear men. There are no counters whatever in the store. In their place are a series of show cases and tables, the latter as well as the former being used purely for display purposes. First, when one opens the door on the left is a big fixture which displays hats, and next to this is a series of show cases featuring neckwear. Carrying further along to the end of the store there is a big full length mirror. Crossing over to the other side, there are racks for shirts, underwear, and collars. Immediately to the right, at one end of the store there is an attractive fixture which holds umbrellas and walking-sticks. This brings the store right up to the windows. There are thus no counters in the store and Mr. Evans in discussing this showed that he had some method behind it.

The Reason Why

"Frequently I find myself so busy," said he, "that I cannot attend as speedily as I would like to all the customers who come to the store, I have always thought that if a salesman is behind the counter he segregates himself in a measure from his customers and is not so accessible. Not only this but he gives the impression that he is apart from them, and too, can only attend to one at once. With my method of no counters, however, customers who know me sufficiently well are taking to coming in here and if they are after collars or some other line they frequently go over to the fixture and get what they want themselves. There are, of course, some drawbacks to this method, but on the whole I have found it a welcome change. Not only does it conserve my time but it lends a spirit of freedom and good fellowship which is lacking in some stores. I have always had the idea that one should make one's store as much the centre of the community it serves as possible. This new arrangement of fixtures contributes to that idea. "It also lends itself much more easily and effectively to good display."

There are three or four unit tables suitable for small displays and in themselves furniture a little out of the ordinary and good looking items of store equipment. Evidences of Mr. Evans' progressiveness abound in the store. For instance, he endeavors to get the note of novelty and what he refers to as "something different" into every department and every item of conduct of his store. On this page are reproduced some show cards which bear the mark of distinctiveness as individuality. This is reflected in the phrasing and in the general make-up and appeal of the card. Mr. Evans struck a worth while idea when he used advertisements in MEN'S WEAR REVIEW and made them a leading feature of his show cards. Notice the neckwear card, and the one featuring shirts. Both of these are actual color advertisements in MEN'S WEAR REVIEW which he cut and made into excellent window cards. He believes in phrasing his appeal on his show cards rather differently from the ordinary cut and dried card in order to strike a responsive note in customers of some position and intelligence such as are found generally in the district he serves.

Window Arrangement

His windows, always good, are better than ever now that he is in the new store. He has them divided into compartments, the better to feature individual lines by themselves, and he follows out this idea completely. For instance, collars and neckwear will fill one compartment while the other will feature hats. Mr. Evans has gone to some expense in furnishing, which immediately strikes a note of luxury in window display. He has the base of each compartment covered with velvet plush in different shades. This forms an excellent warm background and from it stand out the good-looking oak stands and whatever is displayed thereon.

Altogether he has progressive ideas which have already secured him much increased business, in this, his new location. He should be able to develop his trade to an extent, perhaps, unthought of when he first began in the men's wear game some three years or so ago.

TWO CHRISTMAS SEASONS THIS YEAR

(Continued from Page 23)

Then there is sure to be a big demand for hats, and for caps. Handkerchiefs, of course, will be one of the big Christmas sellers. Jewellery also is a line which moves very well at this season, and which will take a prominent place in the store and window.

Sale of Women's Lines

Gloves come to the fore, especially at the Christmas season, not only because they are suitable presents for men, but because they are suitable presents for women.

This brings up an important point—a point of greater importance than ever at the holiday season. To what extent will you, this Christmas, get trade from women, and get trade in women's lines? The two, though it may seem they are closely related, are not the same thing.

There are men's wear dealers who stock such lines as ladies' gloves, and ladies' handkerchiefs at the Christmas season. Their big point has been that men who come to the store to make purchases for themselves, seeing these lines, make purchases of these to be sent as presents to their young lady friends.

Frank Stollery, of Toronto, however, has found that these lines, also ladies' silk hosiery, are not only bought by men as presents for ladies, but he finds that they sell largely to ladies who come to the store to get something for husband or son. More and more women are being commissioned to do men's purchasing, and fortunately for the men's wear dealers, they are coming to the men's wear stores for these goods.

Scovil Bros., of St. John, N.B., find a somewhat similar state of affairs. In fact, so big has been the business from women in this store, that ready-to-wear clothing for women has been stocked—the department containing this being put alongside of the boys' department. This works, of course, in two ways. Women who come to buy boys' clothing remain to buy something for themselves. Women who come to buy something for themselves, remain to buy something for their sons.

Hannan's, of Montreal, have for a long time done a big business in this line. Theirs is a year round business, as is the case with the other merchants mentioned here, with the possible exception of Mr. Boughner. But Hannan's and all the other merchants who are stocking this line, find ladies' goods particularly profitable at the Christmas season. Such goods, therefore, would seem particularly worthy of consideration at the present time. These would seem well worth stocking—well worth playing up prominently—during the coming weeks.

Only about 50 more shopping days until Christmas.

Certainly not much time left. It would seem, therefore, that the merchant might well get out his pencil and estimate at once what sorting his stock requires. The orders for this stock would have much better chance of being attended to promptly if they went in the mail to-day.

After these orders are sent the plans for getting all the Christmas trade possible, the window trims, the advertising, the interior displays, could be considered.

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

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AS a companion phrase for the old "To earn more learn more," how about "To sell more tell more." Tell more about the goods—tell it interestingly, and the sale just naturally comes, bringing in its wake other sales.

* * *

TO tell more, of course, it will be necessary to delve more—delve into the reason of advances, the process of manufacture. That's where a good trade paper, with its agencies for the collection of news and information, is of value.

WANTED, A LAW LIKE THIS

ELSEWHERE in this issue appear the facts of a trial recently held in Washington, as the result of which a $300.00 fine was imposed on a merchant who advertised fraudulently.

The dealer claimed to be selling for $4.85 Palm Beach suits worth $10.00. These, it was proved, cost him only $3.25. Other similar claims had been made in the advertisement.

As defence it was argued that the worth of a suit or other article of apparel was a matter of opinion. That it was not something like gold, or diamonds, which have a standard value. The Court, however, held otherwise, and sentence was imposed under the Johnson Fraudulent Advertising Law.

Surely a victory for honest merchandising methods this.

Let some of our Legislators bring in a law giving Canadian merchants such protection against untruthful competitors, and the public generally will welcome this redress against the dealer who misrepresents.

"SKINNER'S DRESS SUIT."

A REMARKABLE story, which preaches eloquently, though humorously the gospel of "dress up," appeared in a recent issue of the *Saturday Evening Post*. To read "Skinner's Dress Suit" will be well worth the while of every men's wear dealer, and every assistant in a men's wear store. The story explains the mental poise, the fearlessness, which is given by the feeling of being absolutely well dressed. Exaggerated it may be at times, but it makes the point.

Read this bit of the dialogue, occurring, of course before Skinner made his original purchase which lead him along the road of good clothes to success.

"I believe you're afraid you'll lose Skinner."

"Somebody might have got after him—Billings or Humphreys."

"Nobody's after a man who dresses like that!"

"But——" McLaughlin protested.

Perkins cut him short.

"You don't have to raise him. Any man who wears clothes like a doormat will let you use him like a doormat!"

"That's just what puzzles me. A good-looking man—fine eyes and a figure! Perk, why does he dress like that?"

The story not only conveys a great truth, but it will be read by many Canadians and will have an effect. Undoubtedly it will be of assistance in making the value of the goods sold by men's wear dealers more appreciated.

ROBBED OF PRODUCERS

IF, as is stated in an article appearing in THE FINANCIAL POST, Battalions have accepted soldiers who were known to be physically unfit, or over age, a grave hurt has been done merchants and manufacturers, and the country generally. Though this may have enabled the rapid swelling of ranks, with the attending compliments to the officers, it has meant taking from productive work men who could serve there and serve there only. It has brought delay in deliveries, a lessening in the production of wealth.

It is late now, but at least this should be stopped for the future, and the unfit who have been taken overseas should be returned without delay, to again take their place in the industrial life for which they are fitted.

ROBBING PETER TO PAY PAUL

APPARENTLY there is a good deal of "robbing Peter to pay Paul" going on in Canada at the present time. Munition plants, which have extended their operations greatly, are in fact securing labor from other plants, the outputs of which are being greatly reduced as a result.

A Galt manufacturer of knitted goods has this to say on the question:

"Girls are being taken from our plant to work on munitions. They are offered, say, $1.50 a day. Perhaps no more than that—no more than we have been paying—but they are given to understand that as they attain the efficiency they will be permitted to earn just as much as the men, and the girls know that many of these earn over $3.00 per day.

"This is one point which leads them to these machine munition plants. Then there is perhaps a glamor about the work. It is hard to say anything against this. Yet when the advisability of getting women to work in the munition plant was first mooted there was no intention that they should be taken from other plants, the production of which

would be thus greatly reduced. The idea was to get a body of women workers who had not been employed anywhere previously.

"There is another serious problem—perhaps a more serious problem—relating to the munition activities. Plants turning out shells are taking our skilled knitters. They are taking indeed men whom we brought out from the old country to do this one work. These are men who simply cannot be replaced. The munition plants secure them by offering larger pay than we are able to give.

Men's wear dealers will realize why the knit goods factories cannot meet the higher prices offered by the munition plants, the way in which the knit goods business is run precludes the possibility of this. These plants are now, for instance, making up goods which are already sold. These goods were sold last January, February and March, and the price of the goods was estimated upon the price of raw material then on hand, and the price of labor, with probably a reasonable margin of safety allowed.

If the wages of some employees are increased largely, however—largely enough to prevent their going to munition plants—this would mean a general increase throughout the whole factory, for the news of the advances would quickly get about. This general increase would mean that the price of labor going into the goods is very much more than was counted upon when the goods were sold. It would mean, indeed, that the goods would be sold at an actual loss—and a considerable loss at that.

In Brantford, too, a similar situation is developing. There, a new plant to turn out shells, is now being put in shape. Already a bid for workers to operate the lathes being installed there is being made, and wages as high as $6.00 a day are offered.

It appears that there is need of a careful study of this situation on the part of the Government.

SUPPORT YOUR ASSISTANTS

SPEAKING with the clerks in the men's wear stores, representatives of Men's Wear Review have heard a number say, "We would like to do better work in the way of window trimming, but the Boss will not fix up the backgrounds, and it is pretty nearly impossible to get the right effect without those."

Unquestionably much may be done, even with a bad background, but equally certain the lack of appreciation shown by dealer's refusal to fix up a window background is the pin prick which takes the enthusiasm out of many a trimmer.

More perhaps than any other class of people, men shop in the windows. In the big cities, and in the small towns too, the window trims in the men's wear stores are exceedingly important, and it is a short-sighted dealer who does not encourage his trimmer in every way to make attention compelling displays.

Moreover the merchant's failure to back up the work of his assistant is short-sighted in the extreme. Their whole-hearted enthusiasm means more for the store probably than any other one factor. The half-hearted clerk can loose many a sale, and how can the clerk be anything but half-hearted if the dealer himself is lacking in enthusiasm.

UNION WITH JAMAICA

A SUBJECT of interest to many manufacturers of men's wear lines is dealt with in a recent issue of THE FINANCIAL POST, wherein T. B. Macauley, President of the Sun Life Assurance Company and of the Canadian West India League, deals with the possibility of Jamaica, and perhaps all the West Indian Islands, coming into the Canadian Confederacy.

He shows the disadvantages at which Jamaicans now find themselves—being forced to sell their fruits to the United States in the face of a heavy tariff, or to Canada in face of a somewhat lower tariff, but higher freight rates. Then he proceeds:

> "It is thus not surprising that our West Indian friends should consider the possibility of the admittance of Jamaica, and perhaps of all the Islands into the Canadian Confederation. If this could be accompli-hed, the commercial advantages both to Canada and to the Islands would be enormous. Our Canadian farmers, millers, and manufacturers generally, would have a large territory, at present chiefly tributary to New York, added to their special home field. The West Indies, too, would have the markets of the Dominion thrown open to them on equally favorable terms. Canadians and British West Indians would each secure control of markets, which are in each case at present supplied chiefly from the United States and other non-British countries. The mutual benefits would be increased by the fact that northern and tropical productions are not competitive, but complementary, each country supplying what the other needs, each needing what the other supplies. Union with Canada would therefore, certainly greatly increase the importance and prosperity of both parties to the arrangement, and correspondingly strengthen the Empire to which both belong.

Proceeding Mr. Macauley refers to some difficulties of government which need not be outlined here, but he concludes by urging a commercial if not political union in these words:

> "The commercial benefits would be shared by both countries, but the loss of revenue to the Dominion from admitting West Indian products free would probal ly not be as serious as the corresponding loss to the Islands from admitting Canadian goods free. If this be so, it would be but reasonable for the Canadian Government to make such financial adjustments as might be agreed on as fair, and it could certainly afford to do this in order to make these valuable Island markets part of the Dominion commercially, though not politically."

Unique Experiment in Sale Window

Probably this window, "arranged" by the Fashion-Craft store in Hamilton is unique of its kind. The occasion was a reduction sale, and instead of the window being a medley of goods reduced in price, as is usual, it was quite empty except for these cards simply announcing the fact of the sale.

Each compartment had a neat wooden fixture draped in cloth. On the small stand used rested the card.

This is an innovation in sales windows which may or may not be worth while. It has the attraction of novelty and doubtless people would pay it attention on that account. But at a sale even more than in the regular way prospective customers are largely attracted by some special thing they see featured in the window. They are passing and, seeing neckwear or a suit or a shirt they like, they drop in and buy. From this window they would glean nothing but that a sale was in progress. The goods they were to pick up at reduced prices were not shown at all.

Of course, the cards used are price cards, indicating price, so that customers are not left in the dark on that point. But the actual goods making individual appeal are missing. Does the novelty compensate for that? It is a matter of opinion.

Empty window except for announcement; the experiment of the Fashion Craft Store in Hamilton.

Cardwriting Made Easy

by R.T.D. Edwards

Christmas Lesson

WITH the Christmas season almost upon us and with the knowledge that fancy decorative Christmas cards will be needed to be placed on merchandise throughout the store, let all us cardwriters strive to prepare our work to avoid as much as possible that eleventh hour rush.

We all know how much work we will have in hand with fancy window backgrounds, to get out, windows to trim, with stores to decorate, with extra efforts in newspaper advertisements and with extra rush of customers; so it behooves us all to prepare now, and without delay, our cards and style of lettering while there is time to think with a good clear brain.

There are many ways in which we can avoid congestion of our work in the cardwriting line. One is, if you intend to use a certain style of lettering, get at it and practice until you have it in your mind's eye and able to form all the letters without reference to a chart.

Another is to have many cards designed all ready to letter. Cards with Santa Claus' smiling face in the corner, cards with sprays of holly and mistletoe, cards with wintry scenery which suggest the festive Christmas season and Old St. Nick with his prancing reindeers. These are only a few suggestions, which, when worked upon cards, impart that spirit of gladness which puts the customer in a better frame of mind to do his Christmas shopping.

To get these ideas it is necessary to collect every kind of Christmas material you can find. Many cardwriters save designs from year to year, taken from magazines, newspapers, 'Xmas cards and books of all sorts, and have these to refer to when an idea is required. If these are not obtainable, a search in the advertising office will reveal good material. If a suitable cut is obtained and only a few cards are wanted, the cut can be stamped on the card by first inking it off a pad, then placing it in the desired place on the card. Tap all over the back of the cut with a hammer. This will leave an impression visible enough to trace over with pen and black waterproof ink. When the ink is dry, color with transparent water colors in the natural shares.

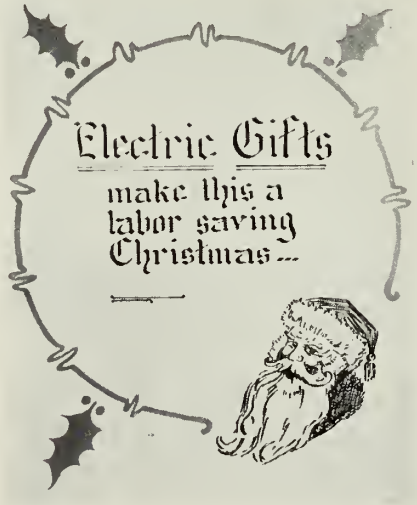
From Picture Post Cards one can obtain many pretty sprays of holly that when cut out carefully and pasted on the corner of a card make good showcards.

The design around the chart shown in this lesson is a good one, which can be used for showcard purposes. This should be sketched with pencil first, then drawn with pen and black waterproof ink and then colored with transparent inks in natural holly colors.

There are some things which should always be kept in mind when making fancy cards, such as these. Don't put too much on it. When the card looks well enough leave it alone. Cards with little sprays of holly in the corner look better than a card with Christmas designs around the entire card, no matter how good the art work may be.

The lettering lesson this month is a modernized Old English. As you all know, Old English is a very difficult one to read quickly, and that is the reason it has never been extensively used for commercial advertising, but many artists leave out a number of the lines and curves. They just take the main part of the letter. This gives a clear, readable letter without losing the characteristic of the Old English alphabet.

In the chart shown, there is a collection of letters which



may be called modernized Old English, and I think that you will agree that they make a better card for modern merchandise advertising than do the older type. "Read as you run" must be the cardwriter's motto.

THE CHART

"A" is a four stroke letter. Care must be taken to get this letter balanced up evenly. Strokes 1 and 3 should be at the same opposite angles.

"B" is a letter that requires much practice. Special attention should be paid to strokes 4, 5 and 6. Put them together to appear graceful.

"C." This letter is not so difficult to form as the "B." Note how stroke 1 sweeps under and projects out beyond the other part of the letter.

Stroke 2 of "D" you will find to be the most difficult in that letter. It requires much practice and is a good suggestion for the practise exercise.

"E" and "F" show similar formations and have the same number of strokes. These letters can be made very quickly because all strokes have the same sweep to them.

Stroke 5 of "F" is made shorter than that of "E."

The "G" shows much the same formation as "C," with strokes 5 and 6 added.

"H" is made in many forms, but this one is selected because of its gracefulness. Strokes 1, 2 and 3 make excellent food for practice work. Note the relation stroke 4 has to the two outside parts of the letter.

The only difference between "I" and "J" is in stroke 3. In these two points the letters must be made to differ pronouncedly, so that one won't be mistaken for the other.

The "K" is a nice letter to make. See that stroke 5 does not extend to the right any further than does stroke 6. Note how often strokes 1, 2 and 3 appear in other letters.

The "L" is the same as the "E," with the centre stroke left out.

"M" is made in many varieties. This makes a good, readable letter. Note the round finish of stroke 9 instead of the square.

In "N" we have the combination of strokes 1, 2 and 3, which so often appear in other letters. Practise these often.

The "O" is an interesting letter to make. Note that the beginning of stroke 4 is made straight before it starts to curve. Stroke 2 must be at right angles with the guide lines.

"P" is made of 5 strokes. Strokes 4 and 5 are good ones to select for practice work. You will find that this letter needs a lot of attention so as to make it appear graceful.

"Q" is a repetition of "O" with stroke 5 added.

The "R" shows the same number of strokes as the "P." Note that stroke 5 projects slightly more to the right than does stroke 4.

"S" is said by beginners to be a stumbling block, and there is no doubt that it needs a good bit of attention. The difficulty is in placing strokes 1 and 2 together, so that they will appear graceful. Stroke 4 should not extend as far to the right as does stroke 2, and stroke 3 should be about even with that of stroke 1.

Stroke 2 of "T" needs much practice, as it is the only appearance of this stroke throughout the alphabet.

All the strokes of "U" are shown in other letters. Note how close at the top of the letter strokes 1 and 3 are placed.

The "V" shows a reverse of "A" with stroke 4 omitted. Care must also be taken to get the strokes 1 and 2 at the proper angles.

"W" shows a nine-stroke letter. Stroke 1 shows a little variety in the beginning.

"X" is not a difficult letter to make, but nevertheless you will find much practice necessary before it can be made properly. Stroke 2 is made with the narrow side of the brush.

This is only one of the many forms of "Y" that are used in modernized Old English. Note the graceful appearance of the entire letter. The join of strokes 4 and 5 should be made so as to appear as one continuous stroke.

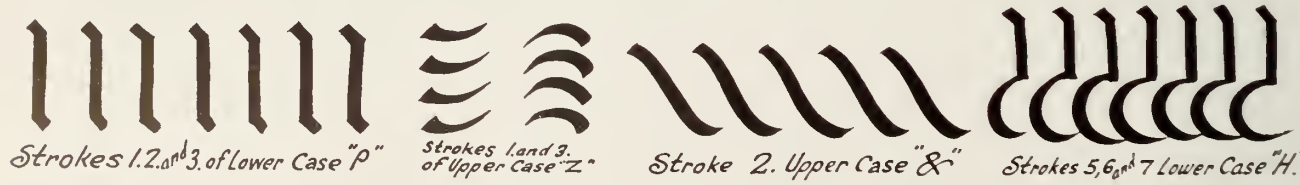
"Z," while not used as often as the other letters, its formation should be known off by heart.

The sign "&" is one that is used every day in the daily work of a cardwriter. This is only one of the many good forms that can be made.

The word "Modern" shows different style letter formations which are only examples of different varieties of letters.

Lower Case

The lower case alphabet shows much the same straight line strokes, with very little curve, so they need little or no explanation.



Practice Exercises — Fig. 1.

Follow the numbers indicated, and draw the brush in the direction the arrows are pointing and you should find little difficulty in mastering them.

The lower case letters should be kept as plain as possible, because they form the body of the words, and the plainer letter makes the word more readable.

Practice Work

The student must never forget the importance of practising the various strokes, especially when a new alphabet is taken up. The strokes of the modernized Old English lettering are somewhat different to those shown previously in these lessons. Pick out the strokes that are the most difficult for you to make and practise them as suggested in Fig. 1, only practise them many times more than is here shown. You will note that combinations of strokes are shown to be practised together. This is especially good exercise. These with practice can be made without lifting the brush off the card.

As in all other lessons when brush stroke letters are taught, it is absolutely necessary that you keep the brush with a flat chisel point in order to get the desired effect that this type must have. Fill the brush first with color and then work out on a piece of waste card or glass to a good working flat point.

It is a good practice to have a few greeting cards around the store, placed in prominent places so that they may be read by the customer. These should be more decorative than the ordinary merchandise card. These can be made up in very attractive designs and colorings. Different wordings can be used as follows:—

"We extend to our many customers a happy and prosperous New Year."

"To one and all a Merry Christmas."

"We wish you a Merry Christmas and prosperity during the coming year."

"Remember the soldier boy. Ask about our Xmas Overseas Boxes."

The card, "The Season's Greetings," shows a very decorative design. The black outlines are made with black waterproof ink. The background which appears grey can be made any pale neutral shade. The holly and poinsettia are of natural colors. The circle is of bright red with darker red spots. The lettering is of a semi-script formation. It is outlined with a stub pencil and filled in afterwards. This type is shown for a variety from that shown in the lesson, but the modernized Old English is just as effective.

The accompanying card illustrates the use of the alphabet shown in this lesson. The card is an example of a good Christmas card.

Harry Wolfe, Montreal, manufacturers of military caps for the Government, and uniform caps of all descriptions, is embarking also upon the manufacture of cloth caps for civilians.

MAKING A SPECIALIST OF BOYS' WEAR BUYER

St. Thomas Store of Dowler's, Believes in Separate Department for Boys' Goods — Juveniles as Well—Waiting on Three at One Time — Women Like Seclusion From Men Customers—Prizes and a Cup as Publicity for Department.

HOW THEY LOOK AFTER THE BOYS

"Send your boys to Dowlers', no matter what their age. They will get just as much attention as if accompanied by parents."—From newspaper ad. of R. H. & J. Dowler, St. Thomas.

"We give just as careful attention to the business of clothing boys as we do to our men's business; we realize the boy of to-day is the man of to-morrow."—From newspaper ad. of R. H. & J. Dowler, St. Thomas.

IN nearly every issue MEN'S WEAR REVIEW has been advocating a separate department for boys' wear, where the size of the store by any arrangement permitted this to be done, a department into which there are gathered all the lines that a mother would be likely to require for the boy. It is a simple matter when a woman has bought a suit for a boy to point a few feet away to a counter or shelf and say: "Here we have collars, shirts, socks, ties that will suit your boy. Won't you let us show you our stock?" How much more likely are sales to result than if he had to take her to different parts of the store, among the men's wear buyers and the men's wear goods, or pass her on to the clerk who is in charge of that particular section of the store.

But in any argument in favor of a certain course it is the example from real life that counts. Let us take the store of R. H. & J. Dowler, of St. Thomas. The Dowler store tried out the other method before they had a separate boys' section, and they will never go back to it. A chat with the manager of this boys' department, Mr. McIntyre, furnished some of the reasons for their faith in the present system.

Training Specialists

There is no merchant who does not value experience in his clerks, and experience counts in the boys' section fully as much as in the men's. So it is that in this store it is thought better to have one or more clerks to do practically all the selling for boys; that is why there is a manager for this department alone, who is a specialist in the buying as well as in the selling of boys' goods.

Waiting on Several at One Time

It is easier also to wait on a number of customers when the goods they need are close to hand. "Suppose a woman has been started on looking over a lot of our boys' suits. Then another enters who wants a collar. It is a simple matter for me to excuse myself for a moment or two and wait on the second customer, for the collars are probably only six feet away. If I had to take the second woman away off to the front of the store the first would naturally feel that she was being neglected. Or I would have to turn the second over to some other clerk. Even a third customer can be taken in hand in this way, all three at one time, instead of having them wait for their turn. Not only so, but when a customer is here buying shirts or collars it is a very simple matter to suggest the other lines we carry to her for there they are right in front of her eyes.

"There is another point that often comes up in connection with women customers in a men's wear store and that is that often women prefer to be off by themselves instead of standing with a lot of young fellows."

Lines That Are Carried

To illustrate the point about the variety of the stock and the compact way in which it is kept together: In one section of the shelving are placed boys' sweaters, two or three rows of them, and a couple of rows of collars, neatly done up in their boxes, and half a row of suspenders, with the other half in handkerchiefs, while underneath are underwear, shirts, hosiery, separate pants, bloomers and so on.

In front of these goods are two show cases in which these articles, and ties and other goods are displayed. The department has, in addition, caps and hats. The only thing in a boys' outfit, Mr. McIntyre explained, that the store did not carry was boots.

For Boys From Two Years Up

Not only is it found profitable to stock lines for the ages of 7, 8, 9, 10, 12, 14 and 16 years of age, but the store has also tried out and worked up a good business in the younger boys' wear, the juvenile end as they call it, from two to six years of age.

A Continuous Series of Customers

"We do quite a business in this and we have found that this continues right down to our older boys, and the older boys in their turn keep with us for their men's clothing and other furnishings. We thus have a continuous series from two years of age up to the men, and we would not break any section of the chain.

"Great care is taken in getting a good fit for the boy and every one is measured just as in the case of a man." Mr. McIntyre is a firm believer in being careful in fitting out a boy, knowing from experience that a satisfied boy will be sure to come again.

Orders are also taken for made-to-measure clothing, though of course the bigger business is done in the ready-mades.

Extra Pair of Bloomers or Not

The head of this department was asked his opinion as to the advisability of selling two pairs of pants with one suit. He was not altogether in favor of it. In some cases he felt it was a bad thing for business for a coat and two pair of pants would outlast an ordinary suit and instead of a parent buying two suits they would only buy one and the extra pair of pants. However, arrangements are made often to procure the extra pair if the mother comes in after one pair is worn out. Sometimes the store has kept these in stock as separate pants. Often the manufacturer has a pair on hand.

An excellent Fall suggestion, especially dressed for MEN'S WEAR REVIEW.

Another point that Mr. McIntyre raised was that with cloth as high as it was now the extra pair added to the cost of the suit so that it would be higher than the ordinary customer cared to give.

Prizes Given for Boys' Contests

In order to keep the department prominently before the boys, various schemes are tried. Prizes are given for contests in connection with the Y.M.C.A., and a cup donated at the annual Collegiate sports for the championship, or prizes for some of the events. These are in the form of orders for goods on the store. This, of course, brings the boy into the store to get them and establishes the connection with the store, often for the first time.

The firm advertise frequently in the school paper and find this serves to keep the store before the minds of the boys. This plan with other dealers THE REVIEW has met has not proved an invariable success, however.

Price Tickets in Left Sleeve

There is one point that might be noted also, about the ticketing of the clothing; the cards being inscribed in the left sleeve instead of on the left lapel or somewhere else. The ticket is easier to find than if it is attached, for instance, to the inside of the collar at the back, as often for finding it causes some confusion or waste of time. Sometimes the ticket is made larger and room left on the inner half for the name of the boy who bought the suit, thus paving the way for the building up of a mailing list from actual customers.

Window Displays and Separate Ads.

The boys' end of the business is pushed with great energy and is recognized as quite as important, proportionately, as the men's. Thus one section of a window is devoted to showing boys' clothing or furnishings, and prominence given in newspaper advertising. As is done in the case of several stores referred to in MEN'S WEAR REVIEW in recent issues, often an advertisement is given up entirely to boys' goods, even if in the same issue a separate ad. is run for the men's lines.

Lines like these make splendid Christmas gifts.

CLOTHING IS NEEDED SAYS SOLDIER IN ENGLAND

This sentence, from a letter to a former fellow employee, indicates pretty clearly that presents of wearing apparel will be greatly appreciated by Canadian soldiers in England and in France.

"The clothes," writes the soldier, "such as underwear, tunics, etc., are as dear as they are in Canada and we only get a shilling a day, so you can bet we don't get much luxury."

Why only a shilling a day is hard to understand. Perhaps pay is being kept back at the request of the soldiers. But one thing is certain, that necessary changes of clothing, shirts, socks, underwear, breeches, will be greatly appreciated by these men.

Norman Currie, who for some years has been manager of the men's furnishing department in W. R. Megan's store, Vernon, B.C., has responded to the call for service and has enlisted in the Army Medical Service Corps.

GOOD SUPPLIES OF CLOTH, BUT PRICES HIGH

Nothing to Look for But Continued Advances—No Permanent Decline With Coming of Peace—Some New Models in Men's and Boys' Lines—Tendency to Show These as They are Ready, and for Immediate Delivery to Retailer—Hot Weather Models Now Being Shown

THOUGH there are undoubtedly a goodly number of exceptions, it seems very evident that on the whole the men's wear dealers have low stocks of both men's and boys' clothing. Some have intentionally placed themselves in this position, being a little uncertain as to what the future will bring forth, and preferring to husband their resources. To such the special measure departments, run by so many of the good Canadian clothing houses, have proved—and will continue to prove—of the greatest value. The special measure proposition has enabled these dealers to keep their clothing connection, to make money, and to hold the capital wrapped up in the clothing department at a very moderate figure.

Others there are who have low stocks at present purely and simply because they have found it difficult to get what they wanted. Perhaps they have not been dealing with staunchest firms in the before-the-war days. These staunch firms have properly adopted the principle of supplying first the requirements of their old friends. Only after the orders of such are filled will they take on new accounts. Since even the strongest firms are having great difficulty in turning out the volume of former years, it is not hard to understand how some merchants are getting slow deliveries.

Strange State of Affairs Regarding Cloth

The inability of manufacturers to turn out goods in the quantities required is, by the way, more the result of existing labor difficulties than of cloth shortage. Indeed, the question of cloth brings to the fore a peculiar state of affairs. Cloth is scarce, there is no doubt of that, yet many manufacturers now have huge supplies—perhaps supplies from 25 to 50 per cent. in excess of those they would have under normal conditions. But, while this is so, there is to be remembered this fact—that it is the good firms which are so fixed. A number of less sound firms, which formerly sold a goodly quantity of clothing, are now practically out of business. They had not the resources—the buying connections—to meet successfully the problems of these times of stress.

Bargain Offers

Results, growing out of this condition, are bringing a certain amount of grist to the mills of the strong houses. For instance, some firms have had cloth offered them lately at figures below those quoted a few months ago. This was cloth ordered by weaker houses, which were unable to pay for it when it finally came through. Unfortunately for the retailer there is very little of this bargain-priced cloth being offered the manufacturer, but in so far as it is being offered it tends to relieve the situation, for manufacturers are only advancing their lines as the higher price of the cloth and labor going into them makes such advances necessary.

What of the future?

Again the question may well be asked, and the answer again has to be a prediction of still higher prices. Of course, suits and overcoats will be sold at the old figures—with the exception of the exceedingly low priced ranges, which are practically off the market already—but the quality of cloth going into these will be infinitely lower. The cloths have the appearance, but the wearing qualities, the shape-retaining qualities, are nothing like those which could be given two short years ago.

The Outlook for Next Fall

Manufacturers' agents in touch with conditions in the Old Country do not hold out much hope for Fall, 1917. They are sure prices will be higher—on that they all agree. But they are not sure that the goods will be forthcoming in any thing like the quantities required. Yet there seems no reason to become over alarmed. One manufacturer of boys' clothing was speaking of the uncertainty of future supplies to MEN'S WEAR REVIEW. But after going into the question thoroughly he was good enough to take THE REVIEW'S representative through his basement, and there were piled bolt upon bolt—linings, serges, tweeds. If nothing more came in it would be possible to fill a good Fall demand from those supplies.

A SEPARATE DEPARTMENT.

Special attention should be paid to the article on page 34 of this issue in which reference is made to the possibilities of increasing business in clothing by the creation of a separate department for boys' clothing. The experiences of a merchant who has made this departure successful are quoted and other dealers undoubtedly could use the same ideas with equal success.

Secured at High Prices

But the cloth was bought, on the whole, at high prices. There was lining, for instance, some of which had been secured at a price of 9¼c., but the latest shipments of which cost 16⅝c. at Manchester. There was some flannelette for boys' knickers lining bought a year ago for 7⅝c., but further supplies of this had not come through, and to cover his requirements the manufacturer had bought from a Canadian wholesaler at 13¼c.

This firm, by the way, has an arrangement whereby it receives whatever the mills in England, with whom it has done business for years, can send. The English house understands the requirements, and ships whenever it has suitable lines available. An example, this, of the value of a good buying connection, founded on steady business, and bills promptly met.

What will happen to these manufacturing firms having big stocks of cloth when the war ends? What will happen retailers having good ranges in their racks?

Ah, there's the rub!

First Slump, Then Rise

Again, though, the opinion of the men closely connected with the British mills is of value. "There will be a flurry when peace comes," say these men. "A flurry like that which followed the announcement of war. Cloth prices will drop, and then will be the time to buy, for the lower prices will not hold. They cant' hold. The law of supply and demand will make itself felt. Peace will not bring an immediate solution of the dye troubles. Peace will not restore the exhausted reserve supply of wool. It will take years for the cloth market to get back to its before-the-war condition."

In the meantime new models are being put out, and are being shown the retailers. By the way, there seems a tendency to show new models just whenever they are ready, not necessarily at any formerly recognized buying period. For instance, one firm is now finishing work upon a unique topcoat. It is a good drapy model, with long skirt, and has a loose belt going right around. Straps hold this belt in place. The pockets are slanted, and the vent runs almost up to the belt, giving great freedom of movement. This coat will be supplied for this Fall and Winter's retail selling.

A neat suit model shows a straight two-button front. There is plenty of drape to this. It is exceedingly smart and will also be turned out for immediate selling by the retailer.

The Military Touch

A boys' model to be shown the trade during November has belt running from under the arms to be buttoned at the front. Running from under the arms back, the belt is sewn down. The front belt could, of course, be taken off if desired. The model has great freedom given by a box pleat at the back running from the belt up. The pockets are of the patch telescope style. Military in appearance it should prove a splendid trade bringer.

Hot Weather Samples Out

At last writing something was said of hot weather lines. Since then at least one large manufacturing house has sent out samples of these. Others are laying their plans to make such suits. They will undoubtedly be more largely produced than ever before, in Palm Beach, silks, Dixey cloth and other materials. In prices these Summer suits will sell wholesale as low as $5, but better lines, to sell to the trade at from $12.50 to $15 are going to be offered. It seems, more thorough workmanship will be put into some of these Summer clothes than ever before in Canada. The trade is becoming altogether worth while.

A section of G. Hawley Walker's window was devoted to officers' equipment, the index to which was a show card that our readers will recognize.

BUSINESS BETTER IN B.C.

A note from the West reads: Business generally in Victoria this fall is 25 to 100 per cent. better than it was this time last year. This is particularly the case with dry goods houses, men's furnishing shops and stores that cater to women. The only stores which have experienced little or no increase are those which supply chiefly luxuries, such as jewelry.

* * *

The gents' furnishers of Galt signed a petition which was presented to the town council, to repeal the early closing by-law. The majority of the members were for its repeal as a consequence the by-law is no more.

NECKWEAR

AS time goes on and Christmas comes nearer, retailers, manufacturers find, are eagerly placing orders, many orders and large orders. This is a direct reversal of what was predicted, for 'way back in the hot weather there were some neckwear houses who thought that retailers were placing neckwear for Fall and holiday stuff far beyond their actual requirements. That opinion, even at the time, was hardly justified, in view of the excellence of trade in neckwear experienced all Summer by many retailers, and it has been definitely knocked on the head now. Men are buying more neckwear this season than they have done for years, notwithstanding a radical increase in price and an unfortunate, but by no means avoidable slight deterioration in quality. There seems to be no question, if a consensus of retailers be authority for it, that men are spending a lot of money on dress accessories. The Summer's trade in neckwear was much heavier than anybody ever imagined. The average merchant repeated order after order for all classes of stuff. There is only one reason; business is mighty good and men are spending money on dress, incomparably more so than they were doing two years or even a year ago.

Therefore, it was a common experience that retailers were cleaned out pretty well by Fall of all Summery neckwear and also of some advance stuff they had secured for their Fall and Winter Trade. They are now ordering again and ordering heavily. Manufactures agree that orders are coming in faster than they can be filled and they issue the warning that the dealer who is not replete with Fall and holiday stuff or who, at least, has not got it on order is liable to find himself short-suited on neckwear and unable to get any for some time. At present, manufacturers are working overtime to fill orders. They have shown many patterns, and a wide range alike of designs and qualities, all of which have been eagerly ordered. The dealer who has not placed his order for Fall and Christmas stuff should do so at once if he wants it in time fully to use it.

The Manufacturer's Position

Here is the Manufacturer's position. He is lightly stocked, in many cases, to begin with. Silks are hard to get and increasingly difficult, at profitable prices, as the days go by. Moreover, quality is not being maintained and the manufacturer to-day cannot get material of the quality he could two years ago, though he is paying more per yard for what he does get. One manufacturer thinks the situation so urgent that already he has placed complete orders for holiday stuff not for this Christmas but for Christmas of 1917, and thinks he is mighty lucky to have done that to his satisfaction on the points of quality and price. What does this mean? Simply that the manufacturer in touch with the market realizes what is going to happen. If prosperity continues, the demand for neckwear, it is a safe bet, will increase. Retailers' orders will increase and manufacturers' orders of raw material will have to increase to cope with the demand. It does not seem disputable that many neckwear houses have had a year second to none for good business, this last year. The coming one bids fair to knock it into the proverbial cocked hat.

Here is the lesson for the retailer. Buy now for your immediate needs, and place orders ahead where possible. The best patterns and the best weaves are daily being depleted, and though substitutes will be found they will not be up to the standard of the Fall and Christmas neckwear offering for this last month or so.

As to Designs

Probably the broad trend in designs for four-in-hands is towards the smaller and neater pattern, though this has some lively exceptions. Retailers, however, are buying heavily small pattern neckwear. This is particularly true of stores catering to better class trade. Also there is a noticeable trend towards darker grounds. Thus rich carmines, mauves and greens are replacing their brighter prototypes, while the black ground is notably represented in Fall and Christmas ordering. Grey is also well favored, a fairly dark shade being the chosen variety. Recently we saw some designs in greys, dark ground with silver grey super pattern in small flowerette and diamond designs which looked very attractive. Ombres are to the fore again in sufficiently dark tints to give the impression of richness. Stripes are represented too, though in uneven pattern and unusual combination. Some patterns seen show alternation of colored and black stripe upon a colored ground and alternation of light and dark shades of the same color upon a black ground. Stripes are inclined to width and substantiality, the narrow and line pattern being few and far between.

Black and whites are well to the fore for Christmas stuff. Rich, soft black ground with a faint pattern, very small, are found in many styles. Some are blended with stripes, a broad stripe, then a column of small pattern, rings, dots, diamonds, flowers and the like.

In contradistinction to the big demand for small patterns, there is a call in higher priced stuff for larger designs. Thus the large flowing floral and leaf design, the scroll, and the all over pattern are well represented in rich brocades, of quiet colorings in designs featuring superinposed patterns. Prices for public on this stuff are variously $1 to $2; it is higher-priced neckwear. Two or three very pleasing designs of this sort are a dark ground of rich coloring, a self pattern of floral or scroll design, and over that again a small patterning in lighter color, preferably gold or white.

As to colors, generally heavy and rich shades abound. Blues, purples, various shades of red, and darkest of browns are general. Dull black seems to have the prefer-

ence over the more luminous; this being more, of course, a matter of material. Khaki is not much affected in general neckwear, though there is a better demand than ever for military purposes. Lighter shades either for ground or patterning are not favored overmuch, the single exceptions being bright gold and silver grey.

The Bow to the Fore

Batwings and other varieties of the bow tie are having a carry-on run from Summer to Winter. Orders for these are surprising manufacturers. Hitherto the batwing has generally figured as a Summer tie, owing to its neatness and lack of taking up much space. But Fall and Winter orders show that men are swinging into consideration of the bow as an all-the-year-round tie. It is a wise opinion. Shapes are not much altered. Batwings remain very well favored. Straight and pointed end divide the honors with the latter rather stronger. As to patterns, polka dots, failles, plain and dark colors, and foulards all figure. Thin line stripes are also included; heavy stripes are missing. Of all, the foulard seems to have the greatest vogue judging from orders coming in, and its innate adaptability for making up probably supplies the reason.

TRADE NEWS

J. D. Nicholls, Vancouver, British Columbia, is starting in business as dealer in boy's clothing.

* * *

Lieut. J. Robinson, of Napanee, a nephew of Edward Walsh, the well-known tailor, is reported killed in action.

* * *

Muscovitch Bros., who have been located in St. Boniface, Man., for some time, are moving into a new block now being erected.

* * *

Charles McLeod Gilchrist, founder of the clothing house of C. M. Gilchrist & Co., and widely known in the business community of Toronto, died on October 4 at his home.

One of the New Silks

A remarkably wide variety of patterns is being shown, and the lines and squares find their place as well as the tones and floral effects. All seem certain to go well at the Christmas season. At the moment manufacturers are experiencing more difficulty in production than in securing the silks; but there is a possibility of relief here—girls who have gone to munition plants are finding the work very difficult, and are commencing to return to their old occupations.

In the range of materials for men's neckwear seen this Fall for the Spring trade one of the most striking is the design in satin with broad black border forming the lower portion of the apron of the tie and 4½ inches deep. Above this comes a 4½-inch space in white, cerise, orange, light navy or green very brilliant, but giving fine color effect. Above this and forming the knot of the tie when made up is a five-inch breadth of alternate black and color stripes, the color being as on the body of the apron.

ACCESSORIES

ACCESSORIES IMPORTED FOR XMAS TRADE

Khaki Handkerchiefs Fortunately are Plentiful—Embroidered Lines Scarce — Overalls for Women—New Collar Clip—A Word as to Socks, a Word Indicating a Return of Bright Colors—How About Leather Coats for Motorists

THIS season, with its preparations for the big Christmas trade, sees a greater interest than ever in accessories. More and more lines, which may properly be considered under this heading, are being found profitable—as direct return bringers, and as business magnets. Especially will they be profitable in December, when brother is looking for present for brother, and friend for friend.

Khaki Handkerchiefs Plentiful

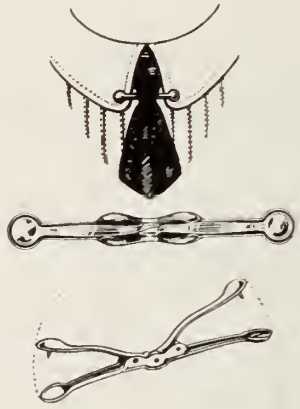
Handkerchiefs, one of the big accessory lines, require careful consideration this year. At the outset the word might be given to buy at once if any additional supply be needed. Khaki handkerchiefs, which will be bought to go with other gifts for soldiers, are fortunately fairly plentiful. Even yet good-sized orders of these can be filled; but merchants will find difficulty in getting these in boxes. At first manufacturers could not secure the boxes. Then, after some had planned to pack a silk knitted tie with two silk handkerchiefs in the same box, there came a delay in machinery shipments, which made it impossible to turn out the khaki ties. However, as has been said, khaki handkerchiefs, in bulk, are available.

Both cotton and linen handkerchiefs are very scarce. Embroidered linen especially is hard to secure, but what is coming through is splendid work—at least samples seen by MEN'S WEAR REVIEW indicated this.

Selling to the Women

Ladies' embroidered handkerchiefs, of course, are also scarce. By the way, an interesting point is noted with regard to ladies' handkerchiefs. Many of these are put out in attractive holiday boxes for the Xmas trade. Yet there are dealers—and they number among them some who in the past have bought ladies' handkerchiefs largely —who buy these unboxed. Asked why, one of these merchants said: "Perhaps the boxed handkerchiefs would sell better to men as presents for women, but as a matter of fact I have sold my ladies' handkerchiefs to ladies—yes in a men's wear store. I got splendid handkerchiefs. News of this went around and purchases resulted, then repurchases.

"An interesting point this. It is just another indication that women will gladly buy in a men's wear store, and that their business is worth while."



New Soft Collar Clip

Jewelry, such as is suitable for sale in men's wear stores, is a bigger line this year than usual. The military emblems are sure to be largely bought at Christmas. This alone will do much to increase the jewelry end of the men's wear business.

One novelty is now making its appearance—a clip to take the place of pin which has been so largely used. An illustration of this clip, showing how it works, herewith shown. The clip is supposed to make easier the adjustment of these soft collars.

In gloves there is noted a strange tendency to get away from the fixed price idea. Gloves are being shown at prices ranging from $1.25 to $3 and odd prices, such as $1.65 are not uncommon. The old objection to these unusual prices seems to be passing. Perhaps this will be one of the good results to come from the war. Certainly the fixed price has sometimes worked a hardship—a hardship first on the merchant, and later on the consumer for too frequently it has meant a reduction in quality, since both old quality and old price could not be maintained.

In colors grey are very strong for gloves.

Are Loud Socks Coming

Is it possible that the war, and the troubles resulting from it, are going to result in the general return to favor of colored socks? Hope not, some may say. Yet from New York comes the shadow which may presage the coming event. Of course, New York shadows are not always prophetic—sometimes merely hectic—but it is a fact that in New York colored socks are now commencing to announce the presence of a man somewhere to the north. Such is the word which comes from our New York office.

It is said, moreover, that these socks are being worn both on business occasions, and occasions of at least semi-dress —such for example as afternoon tea, at which, there is a hint, all that is drunk in tea cups is not necessarily tea.

Whether there will be an epidemic of gaudy colored socks is uncertain. In the quieter shades, however, growing sales do seem certain. Moreover silk socks are quite likely to have some clock-work. And it seems fancy woolen socks, in checks, will be worn to a considerable extent next Summer.

Is This A New Line

A line almost unknown in Canada so far, is the leather motor coat. This is proving in favor rapidly across the line, and may be expected to find a fair demand here when once introduced. One model now seeking favor in New York is of tan leather, with gabardine lining.

Across the line war profits seem to be leading to strange extravagances. Even in dinner jackets a desire for something novel, something gay, is being evidenced. The great majority, of course, are sticking to the old colors, but these jackets are being worn by some in grey and in blue. Without much fear of making a mistake MEN'S WEAR REVIEW announces that such colors in such clothes will not meet favor in this fair country.

Delays Due to Box Scarcity

Garters and suspenders for the Christmas trade are quite late as to deliveries. This is due in large measure to the inability of box manufacturers to make delivery of the fancy boxes wanted. Some boxes have not come to hand at all; but considering the difficulties which have had to be overcome the range of suspenders and garters suitable for Christmas presents is remarkable. Price changes, in suspenders, by the way are coming. There seems no avoiding further rises.

A Woman's Overall

As showing not only that women's trade is being sought and secured by men's wear dealers in the United States, but also that unexpected lines may be sold these customers, may be mentioned a woman's overall. this is illustrated herewith. The idea, of course, is for a garment fairly easily slipped on, and which gives protection against dirt when the wearer is engaged in really dirty occupations—housecleaning, or even automobile cleaning, for instance. Canadian manufacturers of overalls are skeptical as to the volume of business which could be secured in such a line in Canada. Probably they are judging the situation correctly too, yet women are wearing pyjamas—oh yes, brother retailer they are. If doubtful see some of the films of Miss Billie Burk. If pyjamas why not overalls?

ORDER FOR SHIRTS

An order for 500,000 shirts, received from the Italian Government, has been awarded by the Trade and Commerce Department to the Knit Goods Association, of Hamilton. This is one of a number of orders for shirts and blankets received from the French and Italian Governments.

ERROR IN ADDRESS

In error in the October issue in the advertisement of College Brand Clothes the address was given as Unity Bldg., Montreal, instead of the Read Bldg. College Brand Clothes needless to say are still in the Read Bldg., as they have always been.

SUPPLYING THE CANADIANS

(Canadian Textile Journal).

This contract placing activity again calls attention to the fact that we are taking no part in the outfitting of our troops after they leave our shores. It is difficult to find out why this is the case, but we infer that it is for military reasons, rather than due to any lethargy on the part of our manufacturers or military authorities. The outfitting of our troops abroad would be an enormous undertaking for Canadian industry. The wide variety of necessary supplies affects all lines of industry, but these supplies are already being manufactured here for the troops while they are in Canada, and it appears quite within the realm of possibility that our industries could take care of the entire business of outfitting the troops at home and abroad if called upon to do so. We are manufacturing underwear, socks, leather goods, etc., for the Italian and French Governments. Why not for the Canadian troops abroad? The matter is worthy of much more consideration than it appears to have received from either our military authorities or our industrial organizations.

BACK FROM NEW YORK

J. W. Christie, designer and manufacturer of the E. G. Hachborn Company, is just back from a trip to New York. While he was on a brief vacation Mr. Christie naturally visited some of his friends in the United States clothing houses. He feels that the pinch-back is to have another big year in the States as in Canada, but says there will certainly be many variations of the pinch-back as it was in 1916.

EMBARGO ON COTTON HOSIERY TO ENGLAND.

THERE is much surprise in the trade in October at the announcement that England has imposed an embargo on the import of cotton hosiery. In the United States instructions were given by most exporters to keep shipping silk and artificial hosiery on order, but to hold cotton and lisle for further advice. In normal times the shipments of cotton knit goods to England were very small, being only about $731,000. However, in 1915 they had reached the remarkable total of $9,030,468. There are no special figures covering cotton hosiery.

TRADE NOTES

G. A. Fraser, men's furnishings and boots and shoes, Rossland, British Columbia, have discontinued business.

* * *

The Semi-Ready Co., Montreal, are giving thirteen cash prizes for thirty-word essays on High School Clothes by High School Boys.

* * *

Fire broke out on the fourth floor of Narcisse Gagnon's boot and shoe factory in Montreal on Oct. 4 and did damage to the extent of $25,000, all of which is covered by insurance. The lives of some of the employees were seriously endangered for a time but all were eventually gotten out without loss of life although some injuries are reported.

* * *

W. Howard and H. C. Way, formerly of St. Thomas, are opening a men's clothing and furnishing store in Detroit, and expect to be open for business in a couple of week's time. The former, was connected previously with R. H. & J. Dowler, St. Thomas, and for the past few years has been conducting a store in Hamilton. The latter was formerly in the clothing department of the Anderson Co., Ltd.

HATS and CAPS

LIGHTER COLOR RANGE IN SPRING SOFT FELTS

Leather Market Helps Hat Prices Up—Trade Interested in a New Leather Substitute for Sweat-Bands—Delicate Shades of Color Will be Fashionable for Spring.

FROM head to foot it's a case of high prices for Spring and Summer apparel this season. From foot to head would apply better as regards hats at the immediate time of writing. Because boots are going to cost more, hats are to be still higher. The British Government has taken control of leather. The little bit of leather that enters into the construction of a hat, namely the sweat-band, means big money outlays to the manufacturers, and hats with leather sweat-bands must go even higher than the heights to which rising cost of fur and felt, silk, and braids would ordinarily send them. Away in the dim and distant past vanishes the $9.00 a dozen price for hats of the cheaper lines. It's $11.50 a dozen now for the lowest priced line of hats offered by the wholesalers.

A Substitute Sweat-Band

In regard to leather, by the way, the trade has just been introduced to a new and quite attractive leather substitute for sweat-bands. The material is intended for the lower priced lines of hats, and looks remarkably like leather at first glance. It even smells like leather, and the trade has hopes that it may wear like leather, or at least well enough to last out the life of an average lower priced hat. The material is a fabric, coated with an elastic leather colored enamel finished to look leathery, and has a great deal of body to it for a substitute. Hat manufacturers are regarding it with relief and hope, for the trade without the lower priced lines in hats would be in many directions like the fishing trip without the bait, and the better value possible in the lower priced lines, the better the reputation of the retailer in the wide circle of his trade.

Dollar Hat Still With Us

With the lowest priced hats at $11.50 per doz. With further rises in price in sight, and with average fur felt hats at $12.00 to $13.50, the dollar hat ought by every law of profit and loss to have disappeared off the face of the Dominion. Nevertheless the dollar hat with cat-like vitality has survived at least for Fall trade in 1916, and by careful buying, and careful weeding out of slow moving lines in particular purchases, some firms were able to offer the business building dollar hat up to the very last minute of profitable business opportunity. It is very doubtful however, if a hat can be placed on the market to sell profitably at one dollar during any season of 1917. Certainly the outlook for Spring and Summer seems to be all towards a hat trade in which the lowest priced line will be costing more than a dollar a hat to the retailer himself, perhaps a good deal more. After that, the problem of the dollar hat is with the retailer. Some hat stores built upon the popularity of their dollar hats are determined to keep that main drawing line as long in the field as possible even at a loss chargeable to advertising account.

More Advances

Spring and Summer, 1917, will be seasons of soft felt hats for men. The conditions which beset manufacturers are making the production of hard felt hats exceedingly uncertain. Deliveries cannot be guaranteed. Styles and designs are being kept down to the most practical and conservative standards. The utility hard felt, just the lines that most men find most suitable for everyday and ordinary wear will be the hard felt of 1917. There won't be any brilliant departures in that line, and prices will be higher by $1 to $1.50 per dozen at least. English fur felts are going to cost $25.00 at least per dozen, and much higher for better lines.

Some felts will reign supreme. Even in these deliveries are not being guaranteed, and wholesalers in sending out their travelers with Fall offerings to the trade were up against the problem of having to show samples the orders for which had not yet been delivered to the wholesaler. This led to the many difficulties of delivery with which the trade is familiar by this time, and while much has been done to facilitate matters the whole condition for Spring and Summer goods is still uncertain as to deliveries, and unsteady as to prices.

But the soft felt hat is to be "it." There will be soft felts in slightly less perfect quality as to material and dyes than those of ante-war days. Braids are away up, and braidless brims are being offered. Where dyeing has been unsatisfactory a light line develops in the braidless brim of cheaper lines of hats giving disappointment all round. Narrower braid binding is being used. Better dyeing is being done. But the situation is still unsatisfactory.

In styles, soft felt hats will be rather wider in brim, and medium crown for staple lines. There is no indication of any tendency to exaggerate any style for the coming season's trade. About 3⅜ inches brim is pointed to as being indicative of the average Canadian demand.

Variety in Colors

Colors are going to be lighter for soft felts, and in

(Continued on page 44)

COLLARS & SHIRTS

LEADING shirt manufacturers have discovered early in the Spring Trade traveling season that the demand for better quality shirts is double what it was last year, and that it is evidently growing. Not only in the better quality lines but in all lines being offered is greater demand noticeable now. The trade, obedient to the behest of countless customers known, and prospective,—is stocking up in shirts for Spring and Summer 1917, and in spite of war's ill effects on such matters as dyes, and such details as deliveries business is promising to be good.

In the matter of deliveries there is difficulty, and there will still be difficulty according to the best opinion in the wholesale trade. It will be next door to impossible to secure repeat orders of any lines being offered, and quite quietly and conservatively, without urging the opinion forcibly on anyone, leading manufacturers of shirts are expressing the view that it will be wisdom for the retailer at this season to stock up fully, even a little more heavily than usual in all lines of shirts for which he knows there exists in his territory the demand to make profitable business. The reason for this advice from the men in the manufacturing and wholesale trade is found in the state of the market for textile materials, and the condition of the market for labor in manufacturing industries generally. It may not be easy for the retail trade to secure supplies of the lines now offering in shirts at the same prices as now rule the offerings. Already the retail trade has noticed the shrinking of discounts on the $13.50 shirt. The cheaper lines are not being pushed much; the better grades hardly seem to need pushing to get the demand on present markets, and there is wisdom in the attitude of the trade to the shirt industry. Values are better in the higher grade goods. There is quite reasonable enquiry for the $12 shirt, and for the $10.50 lines, but emphatically the demand is better for the $13.50, the $15, and the $18.50 shirts, while even the costly silk shirts ranging in price from $39.00 to $68.00 per dozen are found to be in quite noticeable demand.

Silk Shirt Widely Favored

It seems as if the silk shirt were already making a hit with the trade, and Spring and Summer should surely find it well entrenched in the public favor. Making a brisk start on the market in the United States the silk shirt is capturing the Canadian field rapidly, and there exists for it a widespread demand throughout the Dominion. In style and material the silk shirt being shown now to the trade is a shirt calculated to appeal to the customer who likes a first rate article, both good wearing and dressy without the ostentation sometimes associated with silk, in fact "a most gentlemanly shirt," as manufacturing enthusiasts describe it.

Materials, methods of manufacture, and designs for fabrics as regards the silk shirt of the incoming season have all been brought nearer to perfection than ever before in the history of the trade. The fabrics in silk are now much nearer to true shirtings than was previously the case with them. The whole business of producing the silk for shirt making has taken a forward stride. Necessity for coping with adverse conditions in the trade due to the paralyzing effects on color conditions for instance, of the war has brought manufacturers of materials together more with the result that greatly increased efficiency has been applied to the production of materials to meet the needs of the trade, and greatly improved materials generally, have been manufactured in spite of material handicaps, shortage of labor in some cases, and the difficulties of the color production industries.

Patterns Tend to the Bold

Shirt designs as at present appearing on the New York market for the coming Spring display a decided trend towards rather louder designs than were prevalent during the past season. Patterns incline to be bold both in color and design, not, however, 'spotty.' The stripe rules firmly, and will probably continue to rule designs in the Spring. It is to be noted, however, that the tendencies of New York as regards shirt styles do not entirely reflect themselves in the Canadian market. They reflect themselves to a certain extent it is true, but in quieter tone always than is characteristic of New York and the United States generally. Canadian consumers are conservative, and in few matters does conservatism in taste operate more powerfully than in the matter of a man's shirts.

From every indication for the coming Spring shirt-taste on the Canadian market is to be for a neat, clean, essentially manly shirt just a trifle bolder in style and design than the shirt of last season. Here and there no doubt, the ultra-dressy young man is going to demand the more positive and pronounced styles and patterns of New York, but in the main the demand will be for a very refined and attractive class of goods meeting a first-class and refined Canadian demand which is steadily increasing season by season.

"It is astonishing," said one leading manufacturer to MEN'S WEAR REVIEW, "It is astonishing how keen the demand seems to be for the best goods being offered. Not only lines to retail at $1.00 and up to $3 are being ordered by the trade, but also the much costlier shirts, to retail at $7.50 and $8.00 apiece."

This indicates the fact that Canadian taste is for a first quality shirt, and that the all silk shirt is coming into vogue after a short period of testing or trying out of the market last Summer. Silk shirts retailing at $5.00 appear to be in line for especial popularity. Most styles show the soft French cuff which is going to be a leader in styles this

Spring and Summer. Japan silks are likely to be dearer before long, the silk being in big demand in Japan for some reason not yet quite clear, (possibly the manufacture of aeroplane silks).

Collars May Adavance Again

With the price of cotton rocketting recklessly this Fall, the prospects of cheaper collars for Spring and Summer 1917, may be relegated to the limbo of lost hopes. Collars will not be cheaper. They may be more expensive. They may be held at the present prices, increased as these prices have been since the days before the war. Nor will there be any departures in styles for the ensuing season's trade. Novelties such as the newly introduced 'form-fit' collar will come in, and in a market where the best is the most in demand any perfection as regards detail will fetch business even at enhanced prices. But labor conditions, and conditions as to supply of material have the effect of retarding any attempts at placing on the market any wide range of new departures in collars. The regular double collar with improvements and slightly altered lines of appearance will be strong as ever on the market. Wing collars will be there for dress wear, and soft collars in all varieties will be very popular to go with silk front and all silk shirts for Summer. The advance in collar prices has been shared between wholesale and retail trade so that the retailer gains slightly in profit, and this encourages the pushing of business with the public, customers being now pretty generally aware that the cheap collar of pre-war periods is a thing of the past. With the soft collar certainly in increasing demand, and being improved greatly in style, fit, and comfort, the powers of good retail salesmen have a wide enough field to work upon, and results will be found substantial even in the period of high prices still being predicted.

LIGHTER COLOR RANGE IN SPRING SOFT FELTS

(Continued from page 42)

interesting variety. Pearls, both grey and warmer tones, cinnamons, not too pronounced; beavers, a very full line of greys but none of them dark greys, and a great many shades of browns are being offered, also shades of light green in pleasant tones, tints and varieties, but all lighter than last year's Spring offerings. Not many blues are seen so far, and dark blues are unlikely to find favor for Spring trade. Raw and welt edges, and narrow bindings are all indicated in all colors and styles.

In straw hats there are indications that the sellers for next Summer will be three and a half crown by two and a half of two and three-eighths brim, also three and a quarter crowns by two and a half brim. A few narrower brims will be found for men who prefer them, but the whole tendency in straw hats for 1917 is now towards the wider brim. It looks as if a two-inch ribbon would be worn with 1917 straws, but with fabrics so uncertain in supply, price, and delivery the matter of ribbon is better left undecided for the present. Straw hat prices join in the upward trend of all prices, and are up at least $1 to $2 per dozen.

Panamas Inviting

Panamas promise to be in strong demand, and at prices which will make them popular for Summer wear. In styles the blocked Panama is to be very prevalent, and the fancy shape similar to the soft felt is coming out strong. In comparison with prices of other hats the prices of Panamas will look inviting. A good line of Jap Toyeau (not a true Panama, but a tough paper fibre weave) will sell at $27.50 doz., to retail at $3.50 each. The tendency of the public seems to be towards buying the best qualities irrespective of price in Panamas as in all lines of hats.

Conditions as regards caps are most uncertain. It has been increasingly difficult to obtain tweeds for caps. Many small manufacturers have been hopelessly unable to fill orders after having sent out samples and many orders from the wholesale have been only part delivered, or delivered late. Some have had to be completed to sample by other factories at increased cost. Caps which used to sell at $4.50 per dozen are selling now at $6.50 and $7.50 with the emphasis on the higher price for to get a supply of caps at $6.50 in these days is sheer luck in most cases. The fear of conscription sent quite a host of capmakers across the border. The insistent demand of textile manufacturers for cash from cap manufacturers for their materials tended to increase prices as well as the firm state of prices for cotton and woollen stuffs. In consequence of cap market conditions new styles are not much looked for, and though American tweeds show some tendency to louder patterns there is not much reflection of this style in the Dominion market. Canadian caps for Spring, 1917, will be quite in style and color. They will be considerably more costly. The plain, flat top in one piece called "English" style will continue with the usual conservative styles always in demand, and supplies and deliveries short and uncertain. There may be some imported American caps on the market, though duty is high on these, and they have not the quality of the home product.

$300 FINE FOR FAKE ADVERTISING.

Said Goods That Cost $3.25 were Worth $10 or $12—Old Claim to Excuse Misrepresentation Falls Down.

CONSIDERABLE satisfaction was expressed amongst men's wear dealers in the United States, over a fine imposed on one of the most prominent men's wear stores in Washington for a violation of the Johnson Fraudulent Advertising law. The fine amounted to $300 and a suspended sentence of 60 days was meted out to the secretary-treasurer of the corporation. One of the witnesses testified that he purchased a necktie for 29 cents which one of the placards declared to be valued at 50 and 65 cents each; a Palm Beach suit from a lot that were alleged to be worth $10 and $12 for $4.85; also a $2.50 shirt at $1.29, and a $1.50 shirt for 89 cents, as well as socks and a suit of underwear.

The defence was that cheaper shirts got into the pile by mistake, and it was claimed that the Palm Beach suits that were said to be worth $10 or $12, and actually cost $3.25 and sold at $4.85, were really worth the value of the ordinary $10 and $12 suits.

The old point came up in connection with this, the defence claiming that the law only applied to misrepresentation such as saying an article was gold when it was not, or diamonds when they were not. He claimed that a man had a perfect right to say a thing was worth $1.50 when every one would agree it was only worth $1, as this was merely a statement of opinion at which the law did not aim. However, the court did not agree with him in this.

R. A. Hart (estate of), Weyburn, Saskatchewan, men's furnishing, has been sold to Duncan & Russell.

* * *

George Snowdon, Medicine Hat, the gents' furnisher, expects to be moving into his new premises, soon. The new store will be opened in what was formerly the office of H. W. Ireland, insurance agent, in the Burns Block.

MARKET REPORTS

Canadian Cloths Are Considered Fine Value

Have Not Machinery For Utilizing Short Wool Stocks and Consequently Have to Use Longer and Better Wool—Unable to Get English Goods

CLOTHING—Canadian cloth mills have been coming into their own since war conditions have prevailed. This has proved beneficial, not alone to Canadian industry, but to those who wear clothing. The representative of one large cloth importing house stated that Canadian-made cloth is intrinsically better value than other goods brought into this country. He assigned for his reason the fact that Canadian manufacturers have as yet not developed their manufacturing processes to the same extent that British manufacturers have done for taking care of short wool. There is a lack of machinery for this work. Consequently they can manufacture only those grades that require long, pure wool. The finish on the Canadian cloths is perhaps on the whole not as fine, and the designs are not as varied or as rich as some of those from the British looms, yet some worsteds that have been turned out with British yarns here in Canada are stated to be the equal of anything produced elsewhere. Canadian-made goods have the wearing qualities that give satisfaction.

As a result of the condition in the mills in England there are no English cloths being shown for delivery next Fall. For this reason prices in cloth will undoubtedly be kept up. Labor continues to be scarce. Goods that were ordered some time ago are coming forward in two to four months. The price for cloth samples now being shown for delivery next year are 25 to 30 per cent. advance in price over those shown last year. Big Russian orders for cloth and clothing in England have swamped the mills there with all the orders they can possibly take care of. Cloakings and overcoatings that formerly sold for $1.10 per yard are now quoted at $1.75. For deliveries during the coming year the Canadian manufacturers will have to depend largely on Canadian mills. Of course there are clothing manufacturers who have contracted for their stocks some time ago and these goods will come forward from the English mills. But orders that are looking for lodgment in Great Britain now get the cold and frosty shoulder.

Canadian mills will be on a better basis after the war is over than they have ever been. They can hardly hope to retain all the trade but they should be in a position to keep their share of a fair proportion of it. The fact that the Canadian goods are intrinsically good in value is a factor that will stand for much in helping the Canadian manufacturers hold the domestic trade. Cloth jobbers are stocked up fairly well this Fall, in some cases they are carrying what might be termed heavy stocks. For this reason buying from the manufacturers may not be as heavy this year. Prices are considerably up as compared with those of last year and there is small prospect of immediate betterment. Manufacturers of clothing report trade good. There is plenty of money in the country and men do not hesitate to spend higher prices for their clothing.

Dollar Line of Shirts Will Not be Largely Shown in Spring

One Line of White Stiff-Bosomed Shirt Increased $2 Per Dozen Recently — Spring Trade Reported by One Large Manufacturer as Double That of Last Year

SHIRTS—At least one large manufacturer of shirts will not have their usual dollar line of shirts for next Spring delivery. The cheapest with this concern will be their $1.25 line. This advance in price is necessitated by the increase in the raw materials. Greater advances are forestalled by the fact that this concern is not forced to go into the market at the present time to buy cotton for their shirtings. "If we would be forced to purchase at the present time with cotton at the high levels prevailing, it would be necessary for us to charge $3 per dozen more for our shirts," stated F. W. Stewart, of Montreal, Canadian manager for Cluett, Peabody & Co. "This would mean that prices in a retail way would have to be advanced about 50c on each shirt. The bookings for our Spring trade are double when compared by dozens of shirts turned out with that of last year. In volume the turnover will be 150 per cent. greater than last year. This is partly accounted for by the fact that men are buying a better class shirt and more expensive shirts than they ever did before. We are placing many lines that will retail at $5 and $7 each. We have sold some lines to the retail trade recently that went as high as $68 per dozen. A few years ago these prices would have been considered fabulous. As an indication of the way men are buying more expensive shirts to-day is the fact that we are receiving orders for our $15 and $18.50 per dozen shirts that would ordinarily be considered large orders for a $9 and $10.50 line. The new development in shirts along the line of soft bosoms and soft cuffs has greatly stimulated the trade and made men willing to pay higher prices. These shirts look rich and attract the eye. When a man is making good money and he sees something that takes his fancy he usually does not scruple about paying a higher price."

The price of collars is holding firm at present quotations. Since the advance of 10c per dozen last June to $1.20 per dozen the trade has been steady at these prices. Advances in the near future on collars are not anticipated. Large collar manufacturers usually have themselves protected on their raw materials for some distance into the future and consequently buy at a favorable time. Present supplies will in all probability carry them until another cotton crop comes in, when there is a possibility that lower prices in cotton may prevail.

All Prices Withdrawn on Cotton Underwear

Uncertainty of Market Conditions Due to Abnormal State in Raw Cotton Situation—Manufacturers Will Give Prices Only on Application

UNDERWEAR.—The soaring prices of raw cotton have sent the manufacturers of cotton underwear to cover and in order to protect themselves they have withdrawn all price lists and will give quotations only on application. The cotton yarn has advanced to the spinners very materially in view of the upward prices on the raw material. Raw cotton for December delivery was quoted on October 21 at 18.52c. per pound. Normal price in a good year is around 9c. and 10c. It is confidently predicted in certain quarters that there will be 20c. cotton in the not distant future. In view of these conditions it is small wonder that manufacturers are covering themselves by the withdrawal of prices. Lines of cotton under that opened at $3 for goods to be delivered this past Spring later advanced to $3.25. Prices on this particular line have steadily advanced until they reached $3.75 in June of this year, and were maintained at that figure until they were withdrawn on September 20. There is small prospect of lower prices on cotton underwear in the near future. Dealers look for a continuation of advancing prices.

In woollen underwear the situation is quite akin to that in the cotton, although not as acute. None of the mills have their samples out for next fall's goods. When figuring on any prices the mills will usually only quote for immediate delivery, and this only on application. There are a few concerns only quoting for future delivery. A line of merino wool goods that a year ago sold for $3.85 is now quoted at $5.25. This was a line that formerly retailed at 50c. The merchant must now get 75c. at these prices. The demand for underwear of all kinds has been good. Some wholesalers have even had to refuse orders in certain instances.

Scarcity of Rabbit Skins Making Felt Hats High

France and Belgium Have No Men to Gather Skins and Australia Has Placed an Embargo on Them—Advance of $3 Per Dozen by One Maker During Past Two Weeks

HATS AND CAPS—Prices on felt hats are high with a firmness in the market at the present time due to the inability of the makers to get the necessary rabbit fur from which to manufacture the felt. In a recent authorized statement made by some fifteen large American hat manufacturers it was asserted that the chief sources of supply of rabbit skins, namely, France, Belgium and Australia, were sending few, if any, skins to the American market. France and Belgium have no men available for the collecting of the skins. Australia on the other hand has recently placed an embargo on hatters' fur skins. This embargo has also been placed on skins by the New Zealand Government. At the present time there is very little fur in the dealers' hands and what is held is quoted at prices 75 to 100 per cent. higher than in 1913. Dyes, as has so often been asserted, are up in price. Trimming materials, bands and leathers have been difficult to obtain. In the face of these conditions Canadian manufacturers quite generally have advanced their prices since August on the average $1.50 per dozen. English hat manufacturers on the other hand have increased their prices about $3 per dozen. One large wholesale house during the present month advanced their prices on one line from $24 to $27 per dozen.

The colors in the Spring styles run mostly to the soft shades, such as greys and light fawns, with black bands and soft bindings. Soft hats with wide flare brims and a tendency to bigger hats all around are characteristics of the Spring hat styles. Panama styles are particularly strong. Demand for hats has been greater than the output of the factories. Some manufacturers are booked up to March 1 and can take no more orders for delivery before that date. Some orders placed with English houses in May have not been filled yet.

Caps are also firm and advancing in price. One Canadian manufacturer recently made a general advance of 15 per cent. This firm's $6.50 range is now quoted at $7.60 per dozen. Indicative of the considerable advances that have taken place in the price of caps recently, it might be said that lines that formerly sold for $4.50 to $6.50 per dozen are now selling from $5.40 to $7.60. One of the indications of prosperity in Canada is the willingness on the part of dealers to pay higher prices for caps. It is not uncommon for orders to be placed for caps as high as $24 and $30 per dozen.

Straw hats have within the past week or ten days advanced 10 to 20 per cent., and in some cases as high as 35 per cent. On lines that went from the manufacturers to the retail trade formerly at $2.25 per dozen for boys' and young men's there has been an advance of 25c. per dozen. On the men's sizes that formerly sold at $2.50 to the retail trade there has also been an advance of 25c. per dozen. All grades that formerly sold from $3 to $5 have been advanced 50c. per dozen. There is a shortage on Chinese split straw and an advance on the other materials that enter into the manufacture of hats. Thread that formerly cost 94c. per 12,000 yards now costs the manufacturer $1.60, near 50 per cent. advance. Straw plait is up 25 to 30 per cent. Silk has advanced 50 to 100 per cent. Hatbands are up approximately 45 per cent. Leather for the hatbands has advanced from 50 to 100 per cent. For the usual best grade of straw hat that formerly retailed at $5 these new prices will mean that it will have to be sold at $6.

Swiss Neckwear Expected to Advance in November

Shipments From Switzerland to Canada Have Doubled in Quantity and Quality—All Mills Booked Up For Half Year Ahead

NECKWEAR.—Representatives of Swiss silk manufacturers state they are expecting an advance in the price of their goods about November 1. As to how much the advance will mean they are not prepared to say. The Swiss manufacturers have found a good field for the development of their trade in Canada since the outbreak of the war. Certain Swiss manufacturers have doubled their business in Canada. Before the war the Swiss had as competitors to some extent the French, Italian, German and Austrian manufacturers. This has been largely done away with now and the American and Swiss manufacturers find a huge field for their product here.

One of the characteristics of the neckwear trade is the steadily advancing tendency to a higher priced articles. Where formerly there was much neckwear sold to retail at 50c. and 75c., the lines at 1.50 and $2 are now almost as popular. Travellers are now on the road selling silk for neckwear for the Christmas trade of 1917. This is a condition that is unusual. Heretofore it was considered ample time to take orders in the Spring for delivery in the Fall. Slow shipments and the inability of dealers to get their goods through have made them mindful that they must get their orders in well beforehand.

KANT KRACK

Trade-Mark Registered

MADE IN CANADA

A Box That Soon Empties

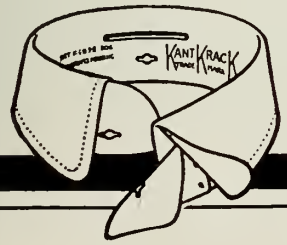
DEALERS find that boxes of KANT KRACK collars are frequently handled and soon become empty. Here are eight vital reasons for the quick sale of these collars:

1. Quickly cleaned with only soap, water and sponge.
2. The heavy flexible tab.
3. The cemented and riveted tab.
4. The long slit over back button-hole.
5. Absolutely waterproof but odorless.
6. Made of fine waterproof coated material.
7. Have the appearance of regular linen collar.
8. "One grade only and that the best."

In addition there is the strong appeal of economy and the serviceableness of KANT KRACK collars for all kinds of out-of-door use, while to the mechanic they afford an indescribable service on account of their clean, "ready-to-wearness."

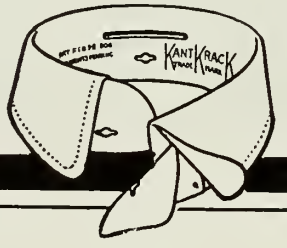
Made in one grade only, and that the best. Put a stock in for Winter selling. Remember the three **K K K** when ordering.

The Parsons *and* Parsons Canadian Co.



Makers of the famous KANT KRACK *Waterproof Collar*

HAMILTON, CAN.



Gloves Have Reached New High Level Prices

Grey Suedes and Tan Capes Have Soared in Neighborhood of $3 Per Dozen During Week—One-Finger Sheepskin Off Market—Split Skins Off Market

GLOVES.—There has been a steadily upward tendency in the price of gloves during the past week. With the soaring of leather prices there is small prospect of relief in sight. Some lines are off the market altogether, as, for instance, the one-finger gauntlet sheepskin mit. Grey suedes that a month ago sold for $16.50 per dozen are now quoted at $19.50 per dozen. The same is true with tan capes. One month ago they were quoted at $16.50 and at the time of writing this line was finding ready buyers at $19.50. In the ivory capes the prices have remained fairly steady, the range of prices being from $18 up. The tendency is to still firmer prices. Manufacturers who have accepted contracts for gloves are beginning to wonder where they will get the material to complete them.

In the working gloves there has been almost a corresponding advance during the month. Split leather working gloves which last month were quoted at $6.50 are now being sold at $9. A grade of buckskin glove which one month ago was quoted at $19.50 is now being sold at $22. The horsehide teamster's mit is now quoted at $21, whereas at the time of our last issue the manufacturers are quoting $19.50. The one-fingered gauntlet sheepskin mit is now off the market. Business is good, the one big difficulty is in the inability of the manufacturers to get the required materials.

Leather Goods Will Be Higher Still in Price

New and Higher Prices for Leather Quoted by Tanners During Month—Money Belts and Collar Bags Will be Affected

LEATHER GOODS.—Advances that have taken place in leather during the past month have materially affected the prices of leather collar bags and leather money belts. The advance in leather was approximately from 8 to 10 per cent. One firm whose contract for leather expired on September 1 could only renew at an advance of 55 per cent. This has already affected the price of money belts and collar bags. The advance in these goods that took place is approximately 25 per cent. Collar bags that formerly were quoted at $4.25 are now being sold at $6 per dozen. Money belts that were previously quoted at $6 per dozen are now being sold at $7.20 per dozen. A line that formerly carried a $9 price is now sold at $12. The market in all leather goods is very firm.

Codling & Galbraith, Edmonton, Alberta, have disposed of their gents' furnishing store.

* * *

Harry Samuels, tailor and men's furnishings, Toronto, has sold his store to Julius Pearlman.

Elk
Brand Clothes

Made in nifty styles to sell at moderate prices.

There are a vast number of boys and men who must be smartly dressed, but cannot meet the advancing prices in clothes. You can draw this trade to your store by featuring

Elk Brand Clothes

The quality is commendable, the style smart and the price just right for the moderate purse.

Drop us a line and have a representative show you our splendid range for placing and sorting.

Boys' Suits from $3.00 up
Men's Suits from $6.50 up

J. ELKIN & COMPANY, Limited

Makers of Elk Brand Clothes

MONTREAL

Western Show Rooms:—318 Avenue Block, Winnipeg, Manitoba

If interested, tear out this page and keep with letters to be answered.

On Approval

Miller Military Walking Breeches

The only Breeches made of the regulation Canadian serge. The snappy style and neat fit of these walking breeches arouse the desire to possess in every "Tommy" and Non-Commissioned Officer back from the camps.

Over 40,000 Miller Breeches were sold last season, and each wearer is a strong booster for this line. Miller Breeches will be bought now not only by soldiers in Canada, but for soldiers already overseas for a change when off duty. A fine present this for the holiday season.

Get your order in now and share in the Christmas and regular trade. Take advantage of our liberal trial offer if you have never handled this line before.

TO convince dealers of the opportunities for profit the popular MILLER military lines afford, we will send a trial order on one month's approval to responsible merchants who have not yet handled Miller Breeches and the rest of the Miller line.

This assortment will comprise:

Puttees
Breeches (Assorted Sizes)
Swagger Sticks, etc.

In fact all needed to make your store military headquarters.

Those who have been handling Miller Military Breeches have found them exceedingly profitable. To dealers they proved the means which enabled them to offset the losses resulting from the war in its early days. Military Breeches brought substantial profits in itself, and brought to the store men, who, when there, bought other lines as well.

Our unparalleled success with Miller Breeches has given us big faith in our military lines, and we are confident that once the merchant has the stock he will realize the big opportunities of this business. The advantage gained will then be mutual. That is why we are making this unusual offer.

Miller Manufacturing Co.
LIMITED
44-46 York Street, Toronto
Uniform Contractors to the Dominion and Imperial Governments

Boy's First Long Pant Suit

You merchants know how difficult it is to fit the fellow of from 14 to 18 years. Neither a youth's nor a young man's suit has the proper proportion—the proper style.

But Sanford's *Boys' First Long Pant Suits meet the need.* They are designed to secure the approval of just one class of customer.

Some of you have found this line a splendid help since it was introduced three years ago. *You*, and all who sell to these particular fellows, will be greatly interested in the samples our travellers are taking to you, along with our Boys' and Men's ranges.

W. E. Sanford Mfg. Company, Limited

HAMILTON WINNIPEG

If interested, tear out this page and keep with letters to be answered.

Our Aim

TO ORIGINATE

Live, up-to-date clothes for men and young men.

TO PRODUCE

A Line of Men's and Young Men's Ready-to-Wear Clothing more distinctive than the average.

TO DEVELOP

Trade for you—more and more each season.

TO SPECIALIZE

A line of popular-priced clothes to retail from $15.00 to $25.00, better than it has ever been done before.

TO TREAT

Every Customer Equally whether he be large or small.

These are the aims of The College Brand Clothes Co., Ltd., MONTREAL.

TAKE ADVANTAGE

of the ideas that this organization is day after day and year after year searching and working for.

We are offering exceptional values in *Black and Blue Serges* for *immediate* and *Spring Delivery*.

We are successful

because dealers handling College Brand Clothes are making good. Join us.

College Brand Clothes have come quickly to the front not by push and brag, but through sterling quality—plus efficient organization and service.

We make it worth while for dealers to sell—

"COLLEGE BRAND CLOTHES"

and the consumer thinks well of the store where he bought that dandy College Brand suit or overcoat.

Stock on Hand for Immediate Delivery

Suits and Overcoats

In Varied Fabrics and Styles.

Our 1917 Spring Styles

are making a hit with the trade. This line offers astonishing value. Orders already received show that our Spring Range has the values that will increase your sales.

See our travellers or drop us a line for a few garments. Submitted to first class merchants. Express prepaid.

College Brand Clothes Co., Limited

45 St. Alexander Street, Montreal

(READ BUILDING)

If interested, tear out this page and keep with letters to be answered.

TRADE MARK REG. U.S. PATENT OFFICE

IRONCLAD KHAKI

GUARANTEED FAST
WEARS LIKE LEATHER

GUARANTEE

This garment is made of the
CELEBRATED
TRADE MARK REGISTERED U. S. PATENT OFFICE
IRONCLAD KHAKI CLOTH
and the manufacturers hereby guarantee that the Cloth is dyed with Pure Sulphur Fast Colors, and will not fade during any correct laundry process, and will wear longer under hard usage than any ordinary Khaki. This Garment is, therefore, guaranteed accordingly.
FRANKLIN MFG. COMPANY

Covered by Three Guarantees!

THAT'S the kind of material you can give your customers in garments of IRONCLAD KHAKI.

To guarantee to the garment manufacturer that he is getting the genuine IRONCLAD KHAKI—Fast Sulphur Dyed—we put one guarantee on every piece of goods.

To guarantee to you, the dealer—and your customers—that the garments you and they buy are genuine IRONCLAD KHAKI—Fast Sulphur Dyed—we supply the garment manufacturer with *two guarantees*—the one (reproduced above) to put in the pockets of the garments; the other (reproduced below) to sew into the garments.

Remember—it's the CLOTH in the garments that gives the wear.

Look for these guarantees—they are our "word of honor" to you and your trade that IRONCLAD KHAKI is a high quality garment cloth, long lived and fast color.

THE BEST IS ALWAYS THE CHEAPEST.

Follow Uncle Sam's example—Fast Color Sulphur Dyed Khaki is the only kind Uncle Sam will buy.

IRONCLAD
GUARANTEED FAST
WEARS LIKE LEATHER
LOT _____
SIZE _____ PRICE _____

Franklin Manufacturing Co.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.

Bigger Profit

Our special overall proposition means bigger profit to you and good, big value for your customers. We sell direct to the dealer and give a better overall proposition than is obtainable where salesmen's expenses and jobber's profits have to be deducted.

Mogul Apron

Brotherhood Overalls

Sell Direct To You

Front View Auto Suit or Union Suit

and the profit to you is bigger because our selling expenses have been cut down to a minimum.

BROTHERHOOD OVERALLS are making and holding many friends among workingmen and mechanics. By winning the overall business of the workingman you get his patronage to your general lines and thus pyramid your profits.

The **Brotherhood** line includes **Brownies, Smocks, Service Coats, Aprons and Machinists' Aprons.** Let us send you a trial order of five dozen or we will be pleased to submit samples, express paid.

The Brotherhood Auto-Suit supplies a long-felt want among the motoring public. Every auto driver needs one.

Write to-day for a representative trial order of five dozen or let us send you samples, express paid.

H. S. Peters, Ltd.

Manufacturers

WELLAND :: ONTARIO

Make Your Invitation More Effective

Your windows and interior display can be made to emphasize and impress the public with the up-to-dateness and distinctive quality of your goods.

Get our catalogue of the very latest forms and figures. It will be suggestive of new displays.

DALE WAX FIGURE CO., Limited

106 Front St. East, Toronto, Ont.
144 Bleury St., Montreal, Que.
501 Mercantile Bldg., Vancouver, B. C.

EMPIRE MADE

A NUGGET OF PROFIT

Your customers are only well-dressed if you take a personal interest in them. The best clothes you have sold this season may be spoiled by a badly polished shoe. Tell them to use "Nugget."

There is a good profit for you.

The Nugget Polish Company

LIMITED

9-11-13 Davenport Road, Toronto, Canada

AGENCIES:

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NOVA SCOTIA	Arthur Fordham & Co., Halifax
NEW BRUNSWICK	C. A. Munro, St. John
BRITISH COLUMBIA	J. Leckie Co., Vancouver

If interested, tear out this page and keep with letters to be answered.

We Positively Guarantee Delivery

Travellers now on the road showing our complete range. When you order from us you are taking no chances on delivery, as we have the goods right in our warehouse and CAN POSITIVELY PROMISE DELIVERY ON IMMEDIATE AND SPRING ORDERS.

There's nothing new to say about

CROWN PANTS

Their selling qualities are already too well known to the trade to require commendation.

Let Us emphasize

DUKTEX COATS

Their increasing popularity with merchants is due to their dollar for dollar value. This alone should induce you to give us a trial order. We'll gladly answer all inquiries.

Khaki Riding Breeches in Stock

Write for Samples.

CROWN PANTS COMPANY

The Largest Manufacturers of Pants in Canada

MONTREAL

If interested, tear out this page and keep with letters to be answered.

ARMY and NAVY SUPPLIES

Should be of a high-grade quality. The rough usage to which they are subjected—in the Barracks—the Camp—the Trenches, makes it imperative that the best which money can buy shall be used. CONSEQUENTLY it behooves the retailer to make sure that the articles he sells shall come from a Manufacturer who knows his business and just what can be expected from the lines he makes.

200 years' EXPERIENCE has taught us that MILITARY EQUIPMENT cannot be sold on a competitive basis. The outstanding features must be QUALITY and WEAR — PRICE COMES SECOND.

If you are seeking the cheapest lines, we cannot compete, but if you are ready and open to buy the best, WE SHALL BE RIGHT THERE and get your business. "GAUNT" stands for the "BEST," and selling our MILITARY LINES will add greatly to your reputation for HIGH-GRADE lines.

SEND US A LIST OF YOUR REQUIREMENTS.

Badges, Buttons, Swords, Caps Helmets, Belts, Spurs

Full assortment of Military Sundries, including Whistles, Cords, Swagger Sticks, Uniform Cases, Signalling Flags, Shirts, Puttees, etc.

The J. R. GAUNT & SON (Canada Co.) Limited

63-65 Beaver Hall Hill **Montreal**

Recent Military Orders call for Stiff Caps

Made up in Serges, Whipcords and Gaberdines
(SHOWERPROOF)

SAM BROWN BELTS
SOLID ENGLISH LEATHER
Hand Made

LEATHER BUTTONS
SOLID THONG
Full Line

WILLIAM SCULLY MONTREAL TRADE MARK REGISTERED

PUTTEES
FOX'S SPIRAL

CANADA MILITIA BUTTONS
BRASS, RANK AND FILE
Special Discount to Manufacturers.

REGIMENTAL BADGES and BUTTONS
Sketches and Quotations Furnished.

LEGGINGS
PIG SKIN AND HIDE
Spiral Strap and Spring Front

WILLIAM SCULLY

Office 320 UNIVERSITY STREET, MONTREAL, QUEBEC **Factory**

If interested, tear out this page and keep with letters to be answered.

A New "Lion Brand" Model

This pinch-back, with patch pockets, is sure to be a great favorite with the boys requiring serges from 32 to 36. It is just one of the striking styles we are turning out.

We have, through our long connection with the mills, secured splendid supplies of cloths. We can give real values, and it will pay you to inspect our lines carefully. Look at our bloomers as well as our suits—These we can sell at an average price of 75c all sizes.

The Jackson Manufacturing Co.

CLINTON, ONTARIO LIMITED

BRANCH FACTORIES: GODERICH EXETER SEAFORTH

Novelty Papers for Window and Interior Decoration

Holly Designs, Lattice, Blocks, Stripes, Onyx, Silko and Velour.

CHRISTMAS CATALOGUE READY FOR DISTRIBUTION

Send for Samples. - Depts. X and Z

Doty & Scrimgeour Sales Co., Inc.

74 Duane Street, New York

How Much

EXTRA MONEY

are you in need of right now? Is the income sufficient to meet your requirements and allow you to take in a few little luxuries of life?

If it isn't and you have, say, two or three hours daily that you can spare, we'll tell you how to add to your weekly earnings any reasonable amount of money. Say on your "Post Card"—"Please send me full particulars of your money-making plan for spare time workers."

The MacLean Publishing Co., Ltd.

143-153 University Ave. - TORONTO, CANADA

No. 4A

For Your Overcoat Display.

Our figure 4 A offers you what you need for displaying overcoats to advantage. Mounted on 12-inch base adjustable to any height — finished in copper or nickel-plated. Price $7.00.

Japanned base and Standard, $6.00.

Same form (also with the new narrow shoulders) 9-inch base, round or effel, any plating, $6.00.

In black, $4.50.

Write for Catalogue.

A. S. Richardson & Company

99 Ontario St., Toronto

If interested, tear out this page and keep with letters to be answered.

WRITE TO-DAY TO

A. HARRY WOLFE

for a sample assortment of his new

$9.00 to $18.00 per dozen

M.I.C. BRAND
NONE BETTER
(REG. TRADE-MARK)

CIVILIAN **Cloth Caps**

and be convinced that they are just the lines you have been looking for but could not get.

Spring and Fall, 1917, samples now ready.

THEY WILL BE SENT PREPAID TO ANY PART OF CANADA.

Unity Building, Montreal

The Lace Goods Co., Ltd.

Importers and Manufacturers' Agents

Handkerchiefs

We have a splendid line of men's Handkerchiefs in stock at the right prices.

KHAKI HANDKERCHIEFS

All Qualities in Stock. Send for Samples. Get your order in early.

Mail Orders Receive Prompt Attention

The Lace Goods Co., Ltd.
Empire Building ∴ Toronto, Canada

Your Spare Time

IN EXCHANGE

For Our Money

Will you exchange a part of your spare time for our money? Does it interest you to know that we are employing hundreds of men and women, right here in Canada, to represent us during spare time and "off hours." For their otherwise leisure hours, our representatives are greatly increasing their regular incomes. A number of our best representatives find that their spare-time efforts earn for them more than their regular occupations.

Our plan takes no time from your regular duties — your spare time is all we want at present. Are you willing to exchange it for cash, providing we prove to you that money can be made? Supposing you write us a line by return mail and say, "Send full particulars regarding your spare-time, money-earning plan," *that will do.*

The MacLean Publishing Co., Ltd.
143-153 UNIVERSITY AVE. - - TORONTO, CANADA

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MACLEAN'S *for* NOVEMBER

WANTED—A NATIONAL ANTHEM. Perhaps you yourself have felt in these times of intense patriotism Canada's lack of a real National Anthem; and, if so, Arthur Stringer's magnificent presentation of Canada's need in the November MacLean's will make you say "Amen and Amen." : : : The problem of the returned Soldier—a phase of it—is the subject of a special article which has the sanction and approval of Sir James Lougheed, President of the Military Hospitals Commission; a contribution of genuine interest to all business men : : : Business men will be glad to learn that the fine monthly Business Outlook article is to be added to by a department headed "Information on Investments" : : : Another excellent and timely contribution is "Putting the Crop Across" — how Canada markets her wheat.

CONTRIBUTORS:

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H. F. GADSBY writes on "Conserving the Conservatives"—a political article that both Liberals and Conservatives will find good reading : : : Peter McArthur, farmer-author, begins a series of stories in the November Number with "The Witch of Atlas"—extremely good : : : Robert W. Service has another "At the Front" poem—"Fleurette," strong yet tender : : : H. M. Tandy, a Canadian writer of fine ability, has a story, "Straw-Stack Strategy"—fine! : : : Serial stories by Arthur Stringer and Arthur E. McFarlane.

At all News-Agents
Fifteen Cents

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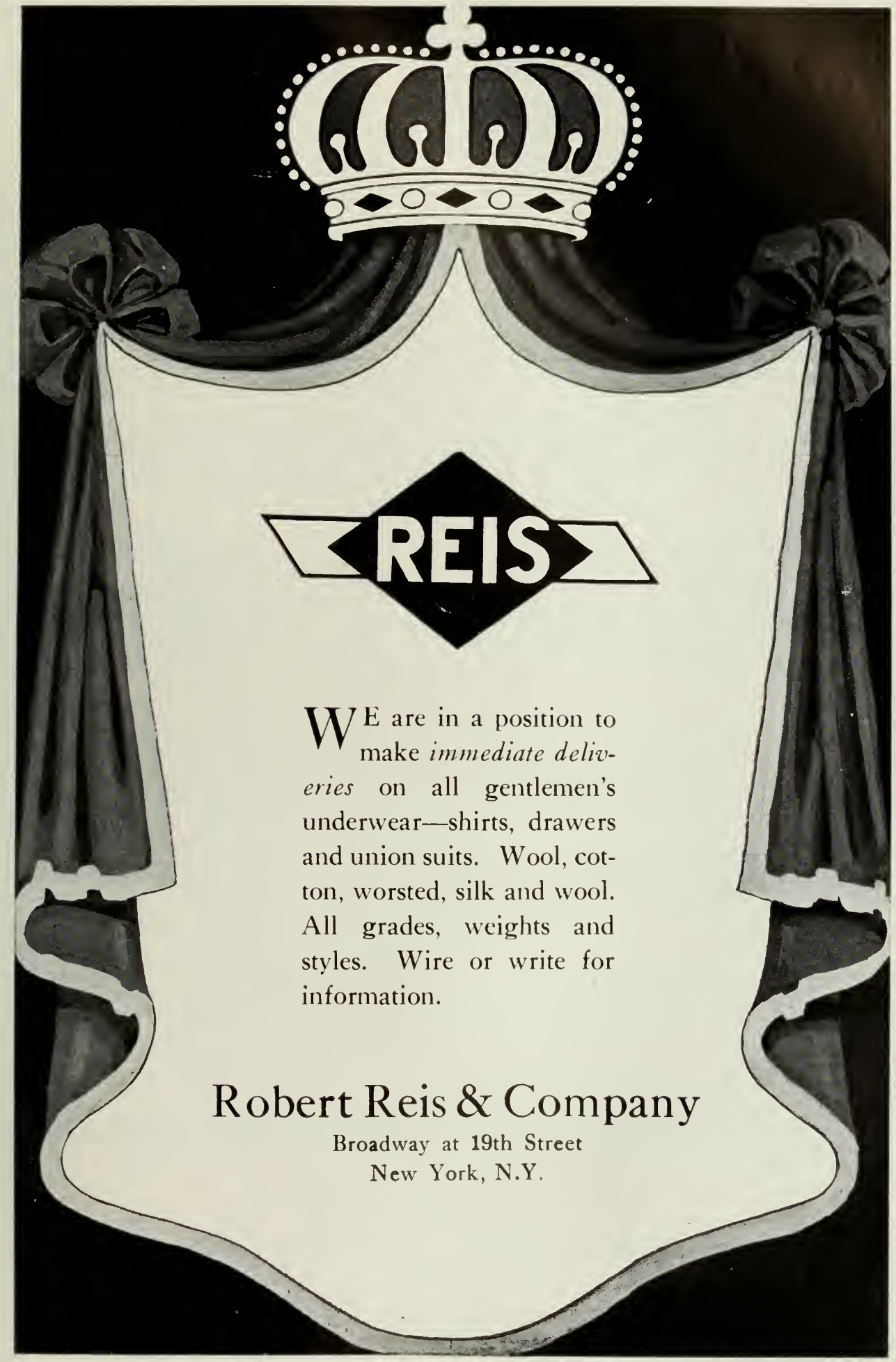
The man who does not advertise simply because his grandfather did not should wear knee breeches and a wig.

The man who does not advertise because it costs money should quit paying salary for the same reason.

The man who does not advertise because he doesn't know how to write an advertisement should quit eating because he can't cook.

The man who does not advertise because somebody said it did not pay, should not believe the world is round because the ancients said it was flat.

If interested, tear out this page and keep with letters to be answered.


REIS
WE are in a position to make *immediate deliveries* on all gentlemen's underwear—shirts, drawers and union suits. Wool, cotton, worsted, silk and wool. All grades, weights and styles. Wire or write for information.
Robert Reis & Company
Broadway at 19th Street
New York, N.Y.

Perhaps You Are a Careful and Close Buyer

IT may be an ingrained caution. It may be that you have been "bitten" once or twice, and so are "shy." It may be that it is a developed habit—a measure and method of self-protection. But no matter why you may be a hard man to sell to, is not this true:

> That many things bought by you, and now greatly esteemed, were stoutly resisted by you when the salesman brought them to your attention for the first time?

For example, a cash-carrier system, cash-recording system, typewriter, computing scale, plate glass windows, prism lighting, show-cases, loose-leaf systems—and almost everything else in common use nowadays by merchants, are resisted when they are first presented. But later, when they are bought, and when they have been given time to demonstrate their value, why, you could not induce the merchant to do without them.

All this leads up to this point:

> Suppose we urge you to read THE FINANCIAL POST each week—to subscribe for it for a year at a cost of $3.00 (52 issues), there is just a chance that you would resist the suggestion—not so much because of the $3.00, but because "you don't see it."

Now the regular reading of THE POST will make you see your own and the Nation's Business in a bigger way, and by adding to your power to see things pertaining to Money and Business in a clearer, larger way, you will be a stronger man for the business in which you are engaged now. If you can grow to a stronger business man at a cost in money of $3.00 a year, the chances are that you will not hesitate to pay the $3.00.

Nothing that you can read outside the trade paper serving your field of business is so much worth while as the reading of a first-class business paper. The Business Outlook will help you in your business:

> Will tell you when to get ready for poor business conditions, when to watch your collections with unusual care, when to buy sparingly, and when to prepare for big business. It will also help you with your banker. Will probably save you money in exchange on your cheques and drafts, because you understand the movements of money.

At any rate, we ask you to take the first necessary step in the direction of the larger business world which lies about you and close up to you and which is vitally connected with your affairs. We ask you to sign and return the form below, confident that you will be glad afterwards.

THE FINANCIAL POST
OF CANADA

143-153 University Ave., Toronto

.....1916.

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. I will remit $3.00 to pay for my subscription on receipt of bill.

Name .....

Address.....

.....

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAINCOATS

Made in Canada.

THE BALFOUR

DOMINION Raincoats have a distinction that appeals to men and women who want the very best.

The style, fit and finish satisfy the most critical buyers.

The quality and workmanship of each garment are guaranteed to be thoroughly dependable.

You make no mistake buying DOMINION RAINCOATS for your Spring Trade.

Write for Catalogue, Swatch Book and Price List.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE: MONTREAL, P.Q.

Branches at Halifax, St. John, Quebec, Ottawa, Hamilton, London, Brantford, Kitchener, North Bay, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver and Victoria.

TRUE FIT
TRADE MARK REGISTERED

Waterproofed Garments That You Can Absolutely Depend Upon

Through specialization in goods only of the highest quality, we have established a sound reputation for supplying Waterproofs of absolute dependability.

Every True-Fit Garment that we sell you is made from

English Made Cloth of the Very Highest Quality

You will never need to fear supplying your customers with inferior goods if you order waterproofed garments bearing this trade-mark.

We are showing a full range for Spring, 1917, and for immediate delivery.

Let our organization stand behind your customers, with goods that are of the highest quality and absolutely guaranteed.

SAMUEL WENER & CO., Limited

SOMMER BUILDING :: MONTREAL

Featuring Christmas Merchandizing

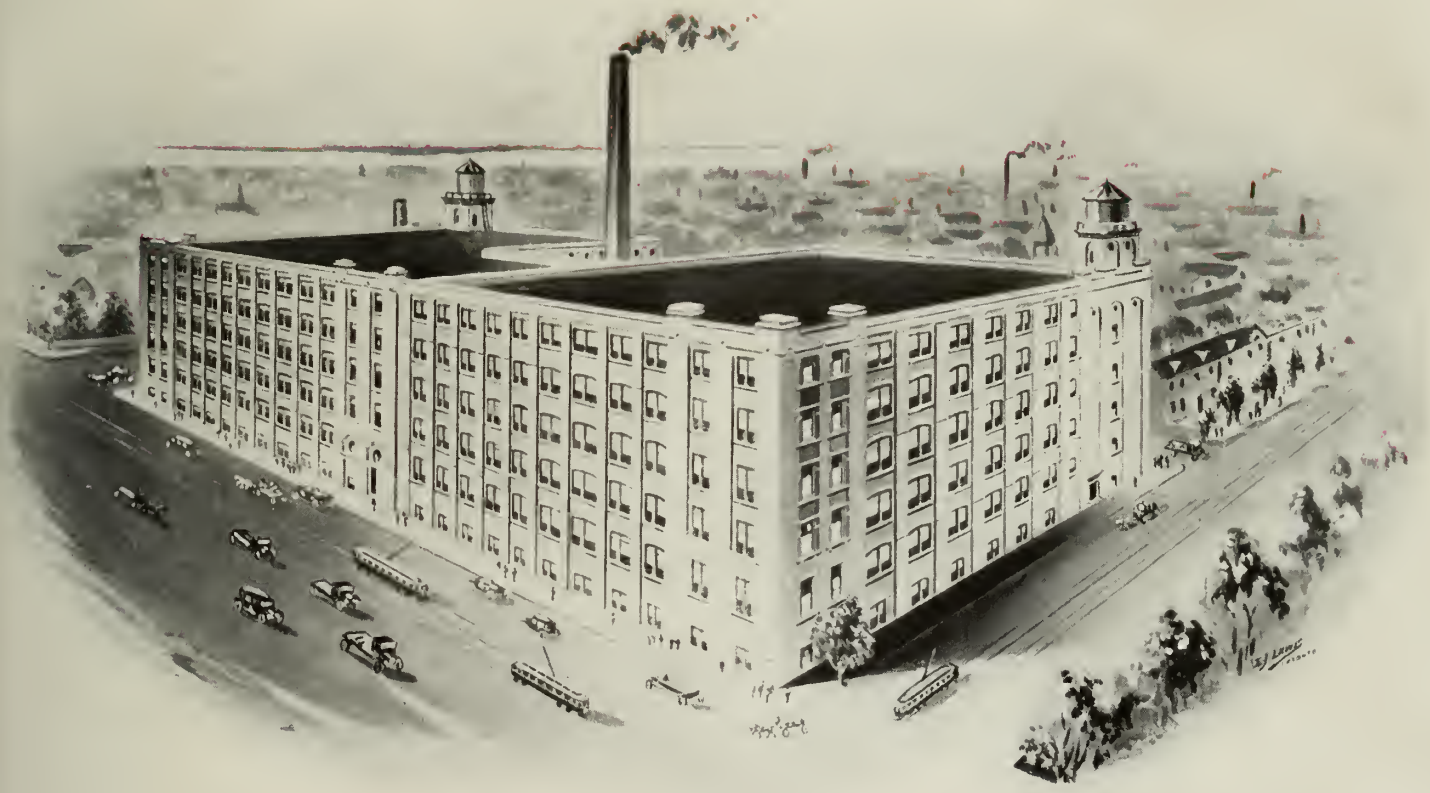
MEN'S WEAR REVIEW

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. VI PUBLICATION OFFICE: TORONTO, DECEMBER, 1916 No. 12

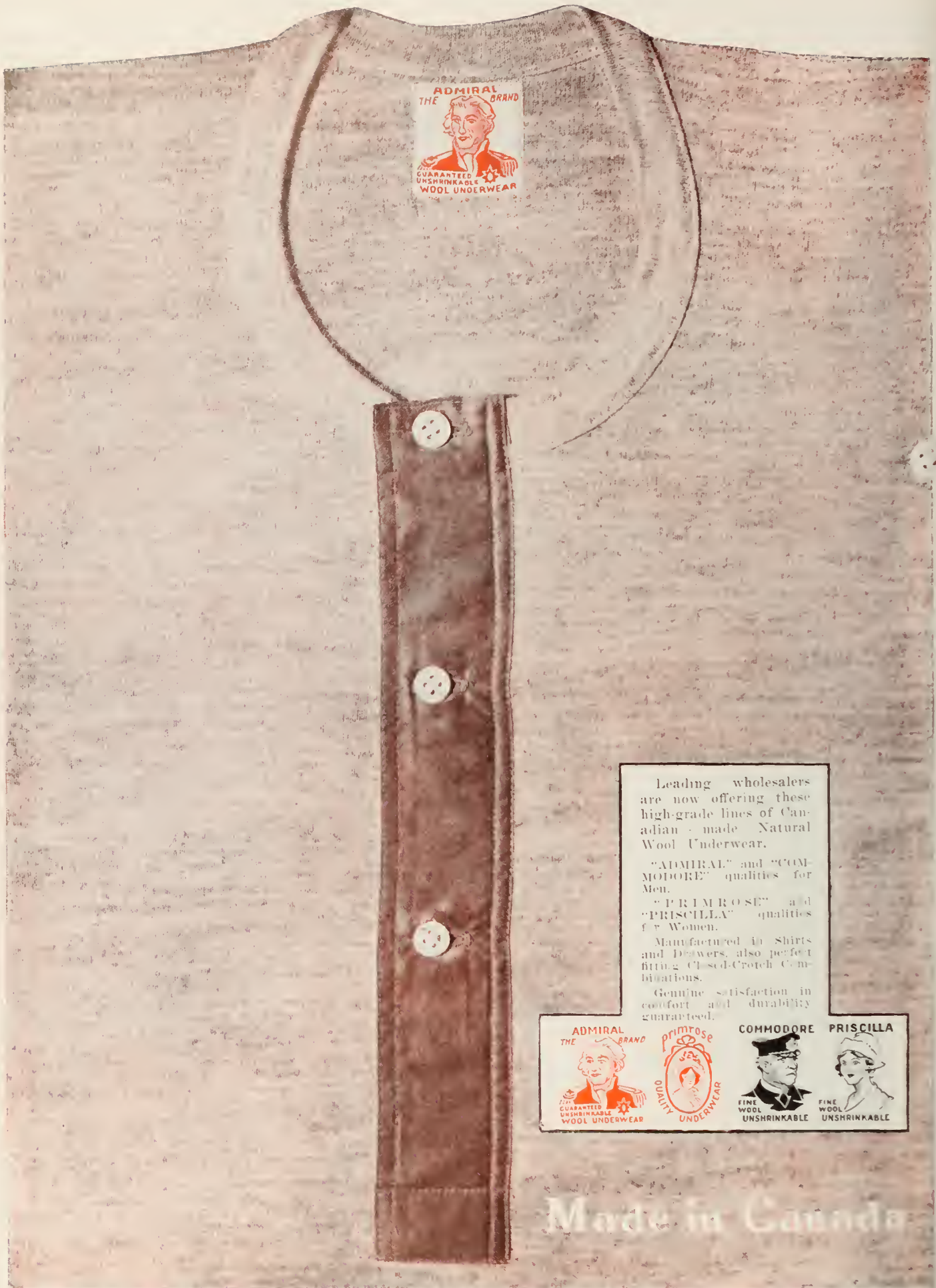
York Knitting Mills, Limited

TORONTO



Spinners Knitters Finishers

Men's and Boys' Fleece-Lined and Balbriggan Underwear, Sweater Coats



Leading wholesalers are now offering these high-grade lines of Canadian - made Natural Wool Underwear.

"ADMIRAL" and "COMMODORE" qualities for Men.

"PRIMROSE" and "PRISCILLA" qualities for Women.

Manufactured in Shirts and Drawers, also perfect fitting Closed-Crotch Combinations.

Genuine satisfaction in comfort and durability guaranteed.

ADMIRAL THE BRAND GUARANTEED UNSHRINKABLE WOOL UNDERWEAR

primrose QUALITY UNDERWEAR

COMMODORE FINE WOOL UNSHRINKABLE

PRISCILLA FINE WOOL UNSHRINKABLE

Made in Canada

MADE IN CANADA

Arrow *form-fit* Collars

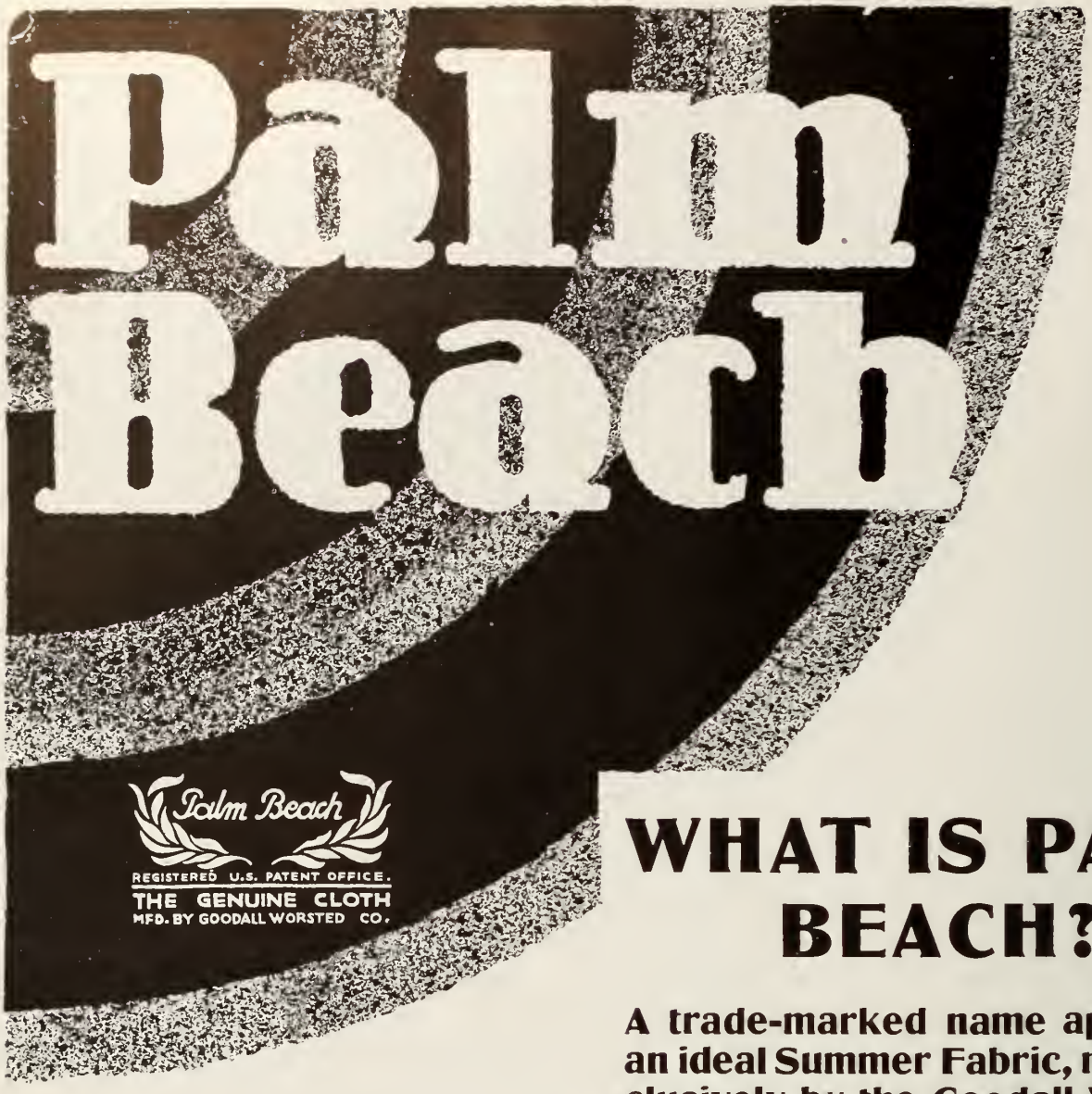
Have the curve-cut which assures the perfect fit and sit in *both band* and *top*. This is the Arrow patented feature. Unless both band and top have the curved cut out the collar cannot be a true form fitting collar.

$1.20 *a doz.*

CLUETT, PEABODY & CO., Inc., Makers

MONTREAL TORONTO WINNIPEG VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered.



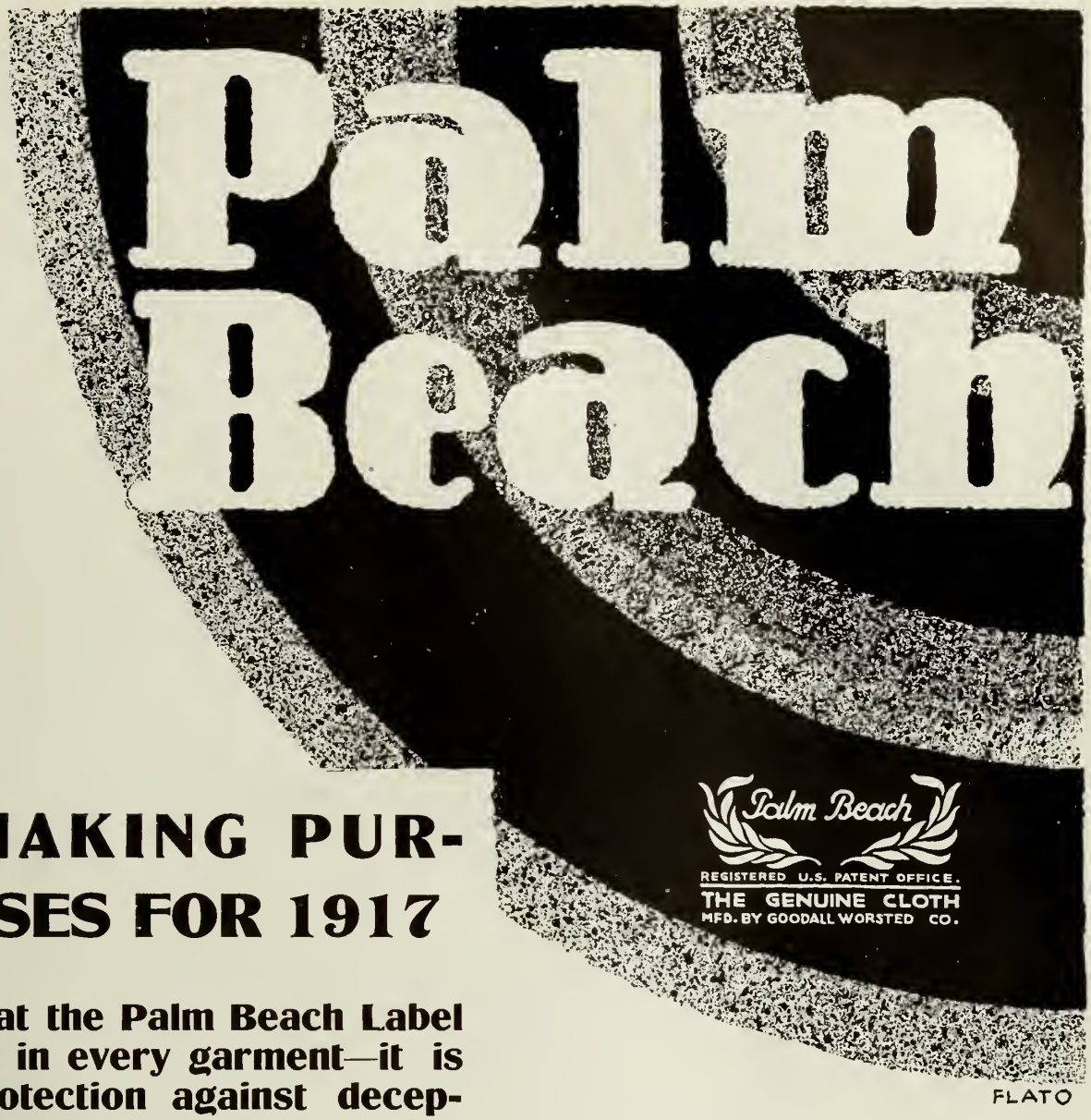
WHAT IS PALM BEACH?

A trade-marked name applied to an ideal Summer Fabric, made exclusively by the Goodall Worsted Company of Sanford, Me., U. S. A.

A cloth that is featherlight, yet shape-retaining—a cloth whose natural colors wash as readily as linen—that needs no starch. A cloth that is porous, durable and inexpensive—a cloth with a peculiar, crisp, semi-lustrous finish that makes it at once dust-proof, sanitary and sightly.

Remember there is ONLY ONE GENUINE PALM BEACH.

The name is trade-marked and dare not be applied to other cloths.



IN MAKING PURCHASES FOR 1917

insist that the Palm Beach Label be sewn in every garment—it is your protection against deception—YOUR guarantee of satisfaction to your trade.

The new line is brimming over with surprises in beautiful shades and patterns. The leading manufacturers of Men's Summer Clothing can supply you with splendidly tailored suits made of the genuine cloth. If you experience any difficulty getting it—write us.

THE PALM BEACH MILLS
GOODALL WORSTED COMPANY

R. K. MULFORD DEPT., SELLING AGENTS
229 FOURTH AVE. :: NEW YORK, U. S. A.

A User of Waterproof Collars

and why he prefers

Challenge Brand

That Irresponsible, Indescribable Kid

You all know him: have to put up with him and are disposed to kick him—the messenger boy.

What does that bunch of indifference care about linen collars—give him something that can be put on quick, that will come through a tussle without harm, that defies dirt and is able to repeat the process day after day—an "*Arlington*" collar.

"Arlington"—a CHALLENGE BRAND Collar just suits these young vagabonds. Being made of stouter material than other composition collars, they admirably suit the messenger boy's disposition; also his work. But in all weathers the messenger needs a collar that will not be crumpled or spotted by rain or snow or by the tussle and tear that is inevitable whenever Bill, Jim or Sam happens round the corner.

Purses of messengers are as varied as the messengers themselves. Again, the *Challenge Brand Collars* meet the requirements by making a number of styles, in different grades at different prices—so that each may be served to his individual preference. The messenger boy is but one of the many classes of boys who find—as men find—that *Challenge Brand* collars are indispensable for everyday knockabout wear.

Reach these classes by featuring *Challenge Brand* in prominent display.

Send us your sorting orders. Get in a stock of our New Styles.

The Arlington Co. of Canada, Limited

56 FRASER AVENUE, TORONTO

SELLING AGENTS:

Eastern Agents: Duncan Bell, 301 St. James St., Montreal. Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto. Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

R. J. INGLIS, LIMITED

ESTABLISHED 1875

RECTE FACIENDO SECURUS

No Left-Over Stock

Here is a military tailoring service that enables dealers to engage in Military Tailoring without having to carry stock.

All Uncertainty Has Been Eliminated.

The *Inglis* Military Tailoring Service and self-measuring chart and forms enable dealers to take orders which can be filled on the shortest notice by our thoroughly equipped organization. For over forty years we have specialized in high-class officers uniforms and are able to give *Style, Fit and Workmanship* unequalled anywhere in Canada.

Take an Inglis Military Tailoring Agency to-day. Write for samples of cloth, self-measurement forms and price list to the trade.

Inglis Special Military Breeches

are favorites with the Canadian N.C.O.'s and men. Send us your order.
Made of Regulation Khaki Serge in our usual High-Class Style. Well pegged, fit properly at knees, etc. Ready sellers and give universal satisfaction.

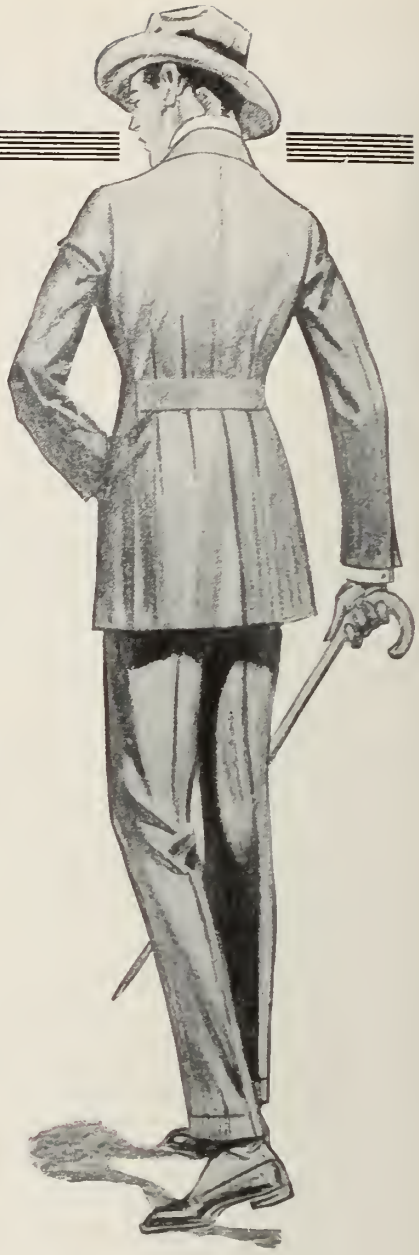
LIBERAL DISCOUNTS TO DEALERS.

R. J. INGLIS, LIMITED

Importers and Manufacturers of Military Clothing and Equipment

138 Peel Street
MONTREAL

WESTERN BRANCH:
291 Garry Street
WINNIPEG



Miller Made Palm Beach Clothing

We could appeal to you on the strength of these suits being Canadian-made; on the ground of patriotism—of keeping your money in Canada.

But rather than do this we appeal to you on the merits of the goods themselves. They are superior to Palm Beach lines—made elsewhere in all the details that appeal to your customer.

The advantage of placing your Palm Beach order with us is obvious. We can give you a better service, and a quicker *service,* and save you the necessity of laying out your money for duty before even seeing the goods.

Add to this the many points of superiority in the Miller, Canadian-made line—the inside pockets, the lapel buttonhole, the support at the top of the sleeve giving the correct hang to the garment, the lining at the cuff, tunnel belt loops—and you will readily see the advisability of getting acquainted with this new line.

A postcard will bring you full particulars. Send it along to-day; and hold your orders till you see our samples and big range—it will pay you well.

Miller Manufacturing Company, Ltd.

44 York Street, Toronto

Uniform Contractors to the Dominion and Imperial Governments.

If any advertisement interests you, tear it out now and place with letters to be answered.

Just a word of assurance to users of our fabrics

AT a time like the present when the result of the dye shortage on textiles is the source of much anxiety, annoyance and loss to garment manufacturers and dealers alike, we feel it due our patrons to emphasize the fact, by this special announcement, that the texture and dye of

STIFEL'S INDIGO CLOTH
Standard for over 75 Years

is exactly of the same high and unimpeachable quality NOW as it was before the dye shortage began to affect the textile market.

And, we give you the assurance that just what you have known Stifel's Indigo to be in the past—a fabric dyed with PURE VEGETABLE EAST INDIA INDIGO DYE—so it will continue to be as long as we manufacture it.

This mark STIFEL'S REGISTERED stamped on the back of the goods is YOUR guarantee and YOUR CUSTOMER'S guarantee of the genuine 100% efficient Indigo Cloth.

J. L. Stifel & Sons

Indigo Dyers and Printers WHEELING, W. Va.

New York.....260-262 Church St.
Philadelphia.....324 Market St.
Boston.....31 Bedford St.
Chicago.....223 W. Jackson Blvd.
San Francisco.....Postal Tele. Bldg.
St. Joseph, Mo.....Saxton Bank Bldg.
Baltimore.....Coca-Cola Bldg.
St. Louis.....928 Victoria Bldg.
St. Paul.....238 Endicott Bldg
Toronto.....14 Manchester Bldg.
Winnipeg.....400 Hammond Bldg.
Montreal..Room 500, 489 St. Paul St.

If any advertisement interests you, tear it out now and place with letters to be answered.

"DRYGIENIC" REGD. WEATHERPROOF CLOTHING

THE TRENCH COAT

The "Drygienic" Trench Coat is made from Regulation Khaki Fine Cotton Twillette, Lined Check. Both of these materials are thoroughly Rainproofed, and the Coat is interlined **throughout** with a very lightweight guaranteed Waterproof Fabric, rendering the garment absolutely impervious to rain. The Drygienic Waterproofs are Tailor Made garments, and embody the maximum of style in conjunction with fulfilling the severest Service conditions.

We hold large Stocks of Officers' Service Clothing, Whipcord and Drill Service Jackets, Breeches, Slacks, etc. British Warms, Greatcoats, Bedford Cord Breeches, Leather Shells, Fleece Shells, Leather Undercoats and general equipment.

Special Value in Leather-base Haversacks.

If unable to obtain through your jobber, get in touch with us.

"References required with new enquiries."

L. NEDAS

D Dept.
WHOLESALE CLOTHIERS
122 Cannon St. Road, London, Eng.

Telephone: 5988 Avenue.
Cables: "Dryness, London."
Code A. B. C. 5th used.
Telegrams: "DRYNESS, EDO, LONDON."

THE BELTED SLIP-ON

Customers will not kick at higher prices

if you show them that

IMPERIAL UNDERWEAR

gives double the wear thus making a saving in underwear expenses. These five extra features of *"Imperial"* guarantee long wear, comfort and satisfaction.

Lap-Seam Shoulders, Comfort-Fitting Collarette, Snug-Fitting Flap, Closed Crotch and Improved Knit Cuffs and Anklets.

Made in Combinations and two-piece suits.

Ask your jobber for samples.

Kingston Hosiery Co., Ltd.

KINGSTON, ONTARIO

Atlantic Underwear
is a continued business getter

Fits like a new glove—comfortable as an old one

AND it's the business you get from year to year—the business you get through the recommendation of friend to friend, the continued business that really counts in your underwear department.

RIGHT here is the big reason why you should stock ATLANTIC UNDERWEAR, the underwear that sells to men of discernment.

ATLANTIC Underwear is unshrinkable, and is made from Maritime wool, fashioned and finished in a way that instantly appeals. We would emphasize particularly the snappy finish on every garment —elastic roll collar, flexible cuff, all seams cover-seamed, etc.

Connect up with this line now and lay a firm foundation for bigger 1917 *underwear profits.*

Atlantic Underwear, Limited
Moncton, N.B.

YOUR MAIL ORDERS

WITH A FIRM CONVICTION —YOU can assure your customer that you will have that missing line by return PARCEL POST or EXPRESS.

THEN SEND US YOUR MAIL ORDER

Our MAIL ORDER DEPARTMENT is always in readiness to serve you.

Everything for the Men's Furnishing Trade.

THE W. R. BROCK COMPANY
WHOLESALE DRY GOODS (L'MITED)

Toronto **MONTREAL** Calgary

If any advertisement interests you, tear it out now and place with letters to be answered.

GLADIATOR
WORKING SHIRTS

¶ We specialize in khaki and blue chambray, plain black, and black and white drills.

¶ Let us send you a five dozen sample order, express prepaid.

The Kitchen Shirt and Overall Company, Limited

BRANTFORD, ONTARIO

Manufacturers of the Famous Railroad Signal Overalls

The J. R. Gaunt & Son (Canada Co.)
LIMITED

ARMY and NAVY
Badges, Buttons, Swords, Caps, Helmets, Belts, Spurs, and
ACCOUTREMENT MANUFACTURERS

Every requirement for Military or Naval Outfits kept in stock. Write us direct for particulars and prices. NO AGENTS.

63-65 Beaver Hall Hill Montreal

Also at 53 Conduit St., Bond St., London, and Warstone Parade, Birmingham, Eng.
Bombay, Melbourne and New York

The Live Furnisher is Catering to the "Boys in Khaki"

Our line of Military Specialties is the most complete in Canada. Battalion Pennants, Cushions, Photo Banners, Calendars, Sweater Crests, etc.

Steel Mirrors
Button Sticks
Whistle Cords
Lanyards
Whistles
Swagger Sticks
Canes
Whips
Brass and Shoe Polishes
Pencils
Playing Cards
Jersey Belts
Purses
Ties
Handkerchiefs
Puttees
Haversacks
Knife Straps
Coat Straps
Bachelor Buttons
Overcoat and Tunic Buttons
Eveready Flashlights
Cap Covers
Cap Linings

and dozens of other Soldiers' lines.

Send for a Catalogue.

Pugh Specialty Company
Limited
38-42 Clifford St., Toronto, Canada

New Forms to Stimulate Your Clothing Business

Men's Coat Form at Left.
Sateen Covered, as cut $8.00
Black Jersey 6.00
Add for Arms 1.50
9 in. Base. Mahogany Finish.
Vest Form at Right.
Sateen Covered, as cut $5.50
Black Jersey Covering 4.00
7 in. Base. Iron.

Herewith we show two recent additions to our stock. The shaping is such as gives the right hang to the New Clothing Models. These forms, and our others, will enable your getting the effects you want.

Quick action will get individuality and quality into your display

A. S. Richardson & Co.
99 ONTARIO STREET ∴ TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Select a Town; We Help You Start a Semi-ready Store

We announced the opening in four towns last season of new Semi-ready Stores—men's wear stores which will carry Semi-ready Tailoring exclusively in their Clothing Department.

These new towns are : Galt, Peterboro', Sydney and New Glasgow.

Our experience has taught that a Man's Store that will stick to high-class goods and not straddle on the question of quality will win out in the end. Every man wants good quality and most men are willing to pay for it. The Quality Store holds its trade and survives, where the Straddler topples.

There is an opening in every town for the one store that stands supreme—and the store that is selling Semi-ready Clothes only can get the full benefit of our co-operative selling and advertising systems.

We tailor Men's Clothes from imported British woollens at retail label prices—$15, $16.50, $18, $20, $22.50, $25, $28, $30 and $35—always the price in the pocket.

Pretty pictures may do for the retail trade—but the merchants wants facts—he wants business talk—not persiflageous pictures drawn by some maker of stock cuts.

Semi-ready Clothes have a certain prestige—a selling power so strong that it arouses prejudice among the weak and admiration from the strong. Prejudice is never a constituent in the man of big ideas. Men's Wear trade is looking up again. Increases of 25 to 50 per cent. are reported generally among our customers. No trade suffered so severely during the early year of the War as did the men's trade. Not only did we lose the trade of half a million soldiers in uniform, but men, realizing their responsibilities, were inclined to economize to practise trenchant economy, that their women folks might not feel the hardships of war time.

We tailor Boys' Clothes—High School Suits and Overcoats—to sell at $8 up, at a good profit. Better than the ordinary ready-made clothes for Boys and Youths.

We tailor Special Orders in four days to sell at $18 and up. This is a big factor in helping a merchant to keep his stock within paying bounds.

Ready at any moment to support the Right Man in any town where we are not at present represented, and we can show where young men have started Semi-ready Stores with a capital of $1,500 and made it pay from the start.

Few men are idle to-day : the workshops are all busy, and every able-bodied man is earning good money. We are confident again, and are free from worry.

Select the town you would like, and write to us about it. There are some good cities and towns in the East, the West, and the Middle, where our Sales Manager knows of big opportunities for young men who possess Experience, Capability, Character and Small Capital.

In Ontario, for instance—Kitchener and Owen Sound.

In Manitoba, Saskatchewan, Alberta—there are some good towns, too.

Semi-ready Tailoring

H. A. Nelson, President,

Semi-ready, Limited, 472 Guy Street, Montreal

PANAMA HATS

Canadian Panama Hat Company, Limited
TORONTO

¶ We beg to announce to the Canadian Jobbing Trade that we have opened and are operating a fully equipped modern Panama plant for the blocking and finishing of Men's Panamas and Body Hats.

¶ We are in a position to supply you with South American Panamas, Toyos, Bangkoks and Leghorn Hats at prices which will be of interest to you.

¶ The standard of our work, the superiority of our finish and attention to all details, should command consideration.

¶ We cordially invite you to inspect our factory, or would be pleased to submit you samples, prepaid, on request.

Canadian Panama Hat Company, Limited
345-347-349 Adelaide Street W. : Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE MARK REG. U.S. PATENT OFFICE

IRONCLAD KHAKI

GUARANTEED FAST
WEARS LIKE LEATHER

GUARANTEE

This garment is made of the
CELEBRATED
TRADE MARK REGISTERED U. S. PATENT OFFICE
IRONCLAD KHAKI CLOTH
and the manufacturers hereby guarantee that the Cloth is dyed with Pure Sulphur Fast Colors, and will not fade during any correct laundry process, and will wear longer under hard usage than any ordinary Khaki. This Garment is, therefore, guaranteed accordingly.
FRANKLIN MFG. COMPANY

Covered by Three Guarantees!

THAT'S the kind of material you can give your customers in garments of IRONCLAD KHAKI.

To guarantee to the garment manufacturer that he is getting the genuine IRONCLAD KHAKI—Fast Sulphur Dyed—we put one guarantee on every piece of goods.

To guarantee to you, the dealer—and your customers—that the garments you and they buy are genuine IRONCLAD KHAKI—Fast Sulphur Dyed—we supply the garment manufacturer with *two guarantees*—the one (reproduced above) to put in the pockets of the garments; the other (reproduced below) to sew into the garments.

Remember—it's the CLOTH in the garments that gives the wear.

Look for these guarantees—they are our "word of honor" to you and your trade that IRONCLAD KHAKI is a high quality garment cloth, long lived and fast color.

THE BEST IS ALWAYS THE CHEAPEST.

Follow Uncle Sam's example—Fast Color Sulphur Dyed Khaki is the only kind Uncle Sam will buy.

REG. U.S. PATENT OFFICE
IRONCLAD
KHAKI TWILLS
GUARANTEED FAST
WEARS LIKE LEATHER
LOT _____
SIZE _____ PRICE _____

Franklin Manufacturing Co.

260 Church Street
NEW YORK CITY

123 Market Place
BALTIMORE, MD.

If any advertisement interests you, tear it out now and place with letters to be answered.

Brotherhood Overalls

Sell Direct To You

That Means Bigger

PROFIT

Front View Auto Suit or Union Suit

The merchant who figures he will make a profit this year must figure his costs often and carefully. He must buy to the best advantage and keep his eyes open to protect himself against inferior goods.

That is why over 300 merchants in Canada have taken a BROTHERHOOD agency in 1916. They want to make a generous profit for themselves and give better values to their customers.

The BROTHERHOOD Lines include BROTHERHOOD Overalls, Smocks, Service Coats, Carpenters' and Machinists' Aprons, and our famous BROTHERHOOD Auto Suit, made in five different materials, all guaranteed indigo fast colors.

We sell direct to you, saving travelers' and jobbers' expenses. You get this saving in better price and best quality of goods. We will prove this to you by sending you a trial order of five dozen BROTHERHOOD OVERALLS, freight paid, or samples if you prefer.

A line to H. S. PETERS, Ltd., Welland, Ontario, will bring a trial order or samples. Let us have it.

Mogul Apron

H. S. Peters, Ltd.

Manufacturers

WELLAND :: ONTARIO

Boys' Odd Bloomers

No better Bloomers are made than The Famous Lion Brand.

The Jackson Mfg. Co., Ltd.

CLINTON - ONTARIO

Factories: Goderich Exeter Seaforth

THE WINNERS

CASH'S POPLIN

POPULAR

NECKWEAR

(TUBULAR)

BAT-WINGS AND FOUR-IN-HANDS

At $4.25 and $6.00 per doz. A trial 6-doz. order will give you a good variety. Goods shipped same day order is received.

J. & J. CASH, LIMITED

301 ST. JAMES STREET, MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.

MEN'S AND BOYS'
CASHMERE JERSEYS

MEN'S AND WOMEN'S
BATHING SUITS

For Spring Delivery

The above lines are the product of recently installed machinery specially adapted to the manufacture of fine quality, popular-priced garments. Prices range as follows:

MEN'S JERSEYS
$18.00 to $25.50
per dozen

BOYS' JERSEYS
$9.00 to $18.00
per dozen

MEN'S BATHING SUITS
$18.00 to $42.00
per dozen

WOMEN'S BATHING SUITS
$21.00 to $42.00
per dozen

Send now for samples and avoid a repetition of last season's scarcity by placing your orders early.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED.

DUNNVILLE CANADA

Manufacturers of Men's, Women's and Children's Sweater Coats, Hosiery, Etc.

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE W.G.R. MARK

WE have established an Over-Seas Service Department to take care of officers serving in France and England. You make the sale from samples of stock in your store, and forward the order to us on Form 19A, which we supply. We carefully pack your order and forward from here, making a nominal charge for packing, in addition to postage.

Form 19 shows the charges on any quantity of any style of shirt or collar to England and France.

While especially valuable at Christmas time, this service will help you all the year round, because the people at home are constantly thinking of the boys at the Front and are anxious to contribute to their comfort.

To help them, sell them a *real* shirt—the best to be had In other words, a W., G. & R. They are made full size, out of carefully selected materials, are strongly sewn and rigidly inspected. This is the kind of merchandise the Canadian may feel proud of as a Canadian product.

For further particulars, write Over-Seas Department.

The Williams, Greene & Rome Co.
Limited

KITCHENER CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MEN'S WEAR REVIEW

Published Third Wednesday in Each Month

VOL. 7 TORONTO, DECEMBER, 1916 No. 12

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THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* H. T. HUNTER, *Vice-President*
H. V. TYRRELL, *General Manager* T. B. COSTAIN, *Managing Editor*

Publishers of Men's Wear Review, Dry Goods Review, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmer's Magazine, Canadian Grocer, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

Cable address: Macpubco, Toronto; Atabek, London, Eng.

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Fred McLaughlin, *Eastern Ontario Representative.*

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CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 22 Royal Bank Building, Telephone Garry 2313.

GREAT BRITAIN—London, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director. Telephone Central 12960. Cable Address: Atabek, London, England.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 8971. Chicago, Ill., A. H. Byrne, 1104-5-6-7 Fort Dearborn Bldg., 105 West Monroe St., Telephone Randolph 3234. Boston, C. L. Morton, Room 733, Old South Bldg., Telephone Main 1024. Cleveland, Ohio, R. G. Langrill, 3112 Euclid Ave., Telephone, Prospect 1026 R.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $1 a year; United States, $1.50 a year. Other Countries, $2 a year; Single Copies, 10 cents. Invariably in advance.

Be Ready *For a big winter demand*

Cooper Caps are growing in popularity and all indications point to this winter's demand being heavier than usual.

Stimulate your cap sales by a prominent display of

Cooper Caps

We have secured some fine, exclusive patterns through our established connection with the mills, and these fabrics are skillfully turned into caps that are unequalled for style and finish. Cooper quality and values will bring you a goodly share of the increasing cap trade.

See our attractive new Spring Styles. Let us supply your immediate needs from our exclusive stock.

Cooper Cap Company
260 Spadina Avenue - TORONTO

"KITCHENER" Brace for Holiday Gifts

The **Kitchener** brace will sell quickly during the coming season. The attractive patriotic boxes compel attention and satisfy the popular patriotic sentiment. Made in two styles—the cord brace and the old style brace. **Look your stock over and see if you need a fresh stock of these quick sellers.**

The Monarch Suspender Co.
TORONTO, CANADA

Men's Wear Review

The Recognized Authority of the Canadian Men's Wear Trade

VOL. VI. TORONTO, DECEMBER, 1916 NO. 12

ALL READY FOR CHRISTMAS BUSINESS DRIVE

"Let Everything Go In," the Store Advertising, the Windows, the Interior Display—No Need to Fear Overcrowding Windows—People Hungry for Suggestions, and Naturally look to the Store Windows—Men the Greatest "Window Shoppers."

NOW for the Christmas drive.

During the past few weeks men's wear dealers all over Canada have been making ready for holiday-business advances on what seems certain to be an unparalleled scale.

And now the time to throw all the available resources into the fight for a large share of the Christmas business is at hand. It is recorded that at a certain period in all his battles the Duke of Wellington would rise in his stirrups and shout: "Now let everything go in," and artillery, infantry and cavalry—the reserve as well as the vanguard—would launch such a concerted attack as was irresistible. So it may well be in the men's wear trade this month. The buying of the early fall, supplemented by the sorting orders of the last few weeks, have given dealers the necessary equipment. It is now for them to make this equipment tell to the end of getting a full measure of the available holiday business. "It is the time to let everything go in"—the heavy artillery of advertising, the field artillery of window display, the machine gun work of interior arrangement, and the clinching bayonet work of face to face salesmanship.

About Window Trims

Elsewhere in this issue is discussed the important subject of advertising, examples of what has been done along these lines being shown as models upon which effective advertisements for this season's business may be based. But here something may well be said of the Christmas window trims—the secondary attack, as it were.

Men are, to a remarkable extent, window shoppers. They see something which attracts their attention. They pause. They decide what they see would be a suitable gift for some one on their list. They go inside to buy.

The great object in window trimming at this season, therefore, should be to arrange a trim which will attract the attention of the greatest possible number of passersby, and which will contain the greatest possible number of gift suggestions to bring home the opportunity here offered to those who stop, look and listen to the siren voice.

How are all these things to be accomplished? How is the attention to be caught; how may a wide range of possible gifts be shown; and all without giving the window an overcrowded, messy appearance?

Aye, there's the question.

Christmas Season Different

But one thing would seem worthy of note at the present time—that is that an overcrowded window is less to be feared at Christmas than at other seasons. Then, as at no other time, people are intent on buying. They want to have their attention caught. They want to have a wide range of possible presents to inspect. They want suggestions. They want their ideas stimulated. A crowded window at this season will not repel. It will attract, unless, of course, the effect is utterly spoiled through messiness.

A trim sure to attract the seeker for suitable gifts.

A wide range of goods are shown in this fine window, but the effect is of the best. Price cards are to the fore it will be noted.

All Things to All Men.

This is a time which tries the window designers' mettle. He has to make his window all things to all men—yes, and to all women too, for the women are after presents for husband, father, fiance, brother. They look to the men's wear dealer—to his printed advertisement and his window trim—for suggestions.

The designer who has ample space at his command is fortunate indeed at this time. But for those who haven't there is perhaps the keener joy of overcoming difficulties—succeeding in spite of other handicaps.

Remember the Price Card Here

And for all there should be one golden word. Don't forget the price card. Money talks, remember. Money as represented by the price card, talks with a beckoning finger. "This is the right article at the right figure," it says, "Step inside and buy me."

Don't Overlook the Old Friends

And don't forget the old friends. Holly—oh, every window will show that, you may say. It is to be hoped so. Holly and the spirit of Christmas go hand in hand. Mistletoe! Let not a fine old custom die out. Show some mistletoe. Evergreen! That's the whole idea of the Christmas gift. People like to see these old friends. They instill the gift giving spirit. They cry "Peace on Earth Good Will Toward Men"—yes even in these war days.

And look after your backgrounds, where possible. One or two of the illustrations used here will show what may be done in that line. A good background is worth a good deal of trouble. It may give the atmosphere. It may be the factor which first attracts, and which gives your various lines a chance to speak for themselves.

Perhaps some of you will have a snow effect in your trims.

"Old stuff!" "Old stuff!!"

Here the soldiers' Christmas is brought strongly to the passer-by's attention. Note also the effective use made of cards.

Yes, as old as the Christmas when you knew all about Santa Claus—rather forgotten of late. Older than that. Oh, snow in a window trim isn't to be despised.

Show the Goods

But first, last, and always, show the goods. Show ties, collars, pyjamas, shirts; show handkerchiefs and braces; show house coats, sweater coats; show hats and caps, suits and overcoats, socks and gloves, razors and collar boxes;

WHY MORE SWEATER COATS ARE NEEDED AT THE FRONT.

A London, Ontario, officer writing his mother asks those at home to send:

"The twin brother to that wool sweater coat dad sent me some time ago. I had to burn my old one—you see at that time I was the support of an ever-growing family, and although a dirty trick, I had to burn the house that held my little pets."

show khaki goods for the soldiers at home and abroad, show hosiery for the ladies. Make your windows give the broadest, kindest, invitation to come within.

Then there's the show case inside the store. Make it drive home your victory. The Christmas buyer has been attracted. Probably he has decided upon one or two purchases. He has come inside. Let the interior display

Men, more even than women, do their Christmas shopping in the windows.

suggest still other gifts which may be here secured. And don't forget to use cards in these show cases. The listing of suitable presents "For Him," "For Her," "For Father," is mighty good business.

Making Delays Pleasant

These show cases, too, should make pleasant for the shopper any waits which are unavoidable. Of course, you will want to reduce these delays to a minimum, but they will surely occur in December. Yet, if the store be attractive the shopper will not mind. A delay will be an opportunity given to browse around. He's after suggestions, the shopper you know.

It should be a wonderful season, this Christmas season. Tiring it will be, but there's a huge business opportunity—an opportunity to get a large volume of profit, and better still to make more friends for the store.

As the Iron Duke used to say, "Let everything go in." Give the service. Get the business. Make the friends.

HOW TO PACK PARCELS FOR PRISONERS IN GERMANY

So many boxes and parcels, sent from Canada to Canadian soldiers in German prison camps have been improperly packed that the Post Office Department has issued this word of advice. It contains information which MEN'S WEAR *dealers might well pass on to all customers making a purchase to be sent a military prisoner:*

Ordinary thin cardboard boxes, such as shoe boxes, and thin wooden boxes should not be used; nor does a single sheet of ordinary brown paper afford sufficient protection. Even where proper materials are used, it is important that the contents should be tightly packed so as not to shake about during transit. The following forms of packing are recommended:

(1) Strong double cardboard or strawboard boxes. Those made of corrugated cardboard and having lids which completely enclose the sides of the box are the most suitable.

(2) Tin boxes such as are used for packing biscuits.

(3) Strong wooden boxes.

(4) Several folds of stout packing paper.

The British authorities advise that parcels for prisoners of war in Germany must not be wrapped in linen, calico, canvas, or any other textile material.

Parcels posted in Canada for prisoners of war in Germany which have not been adequately packed by the senders will not be forwarded, but will be returned to the senders, as the British Post Office has notified the Department that parcels which are inadequately packed must be returned to the senders.

Firm Continues

The trade will have learned with deep regret of the sudden and entirely unexpected death of Mr. C. M. Gilchrist, who five years ago, in conjunction with Mr. W. J. Keens, founded the firm of C. M. Gilchrist & Company, wholesale clothiers. Arrangements have now been made which will enable Mr. Keens taking direct charge of the company's interest, and the business will go on along the same general line as formerly.

Interested in Christmas Buying? Of course. Then study the page just across!

IN the next three weeks the greatest business of the year can undoubtedly be secured, for in the next three weeks unquestionably there will be done the large part of the Christmas shopping. There has, of course, gone out the Macedonian cry: "Do Your Christmas Shopping Early," but only a limited number have heard—only a limited number have heeded.

Yes, the great bulk of the Christmas business will be done in December, and how large will be the share secured by each men's wear dealer, will depend, to a considerable extent, upon the advertising he does.

There is the advertising of the show window—dealt with elsewhere—but in the next few weeks newspaper publicity may be used with the greatest effect. The people expect to find announcements of Christmas goods in the newspapers. Woe betide the dealer who disappoints the people in this, unless, of course, he is one of those so situated that for him newspaper advertising is practically out of the question.

Yet, for all but dealers doing business in one section of a huge city, newspaper advertising in the coming weeks will unquestionably be profitable. It will be more or less profitable according as it is more or less skilfully prepared.

On the page across are a number of Christmas ads., and one Christmas folder—all prepared and used by retailers. Yes, they are one year old—it being impossible to reproduce this year Christmas ads. in time to be of use as suggesting effective methods for this advertising—but year old as they are, they offer splendid suggestions. See the way the point "Gifts for Men" is brought out. That will immediately attract the attention of men, and of those interested in selecting a gift for a man. The listing of suitable presents, with the prices of these, is also very effective.

Practically all these advertisements quote prices—there can be no doubt of the wisdom of this. No need to fear mention of a price because it is high—not in a Christmas ad. In these last year's ads. you will see shirts quoted up to $10 each. Such lines were sold a year ago. It may be confidently expected that more of these high-class gifts will be purchased this season, when money unquestionably is more plentiful.

This question of price quoting is one which must be looked upon from a number of angles. Is your trade largely with a class of men who cannot afford really expensive goods? Then to advertise these high-class goods too largely would probably be unprofitable. On the other hand, to devote a little space to such goods, causes customers to feel that they are dealing with a high-class store—it is a feeling which many like, even though they cannot afford the most expensive lines themselves. On the other hand, too great featuring of high-class lines might drive away the trade of some mechanics. All these factors have to be weighed by each individual dealer.

But while each merchant must of course consider his own special needs, yet all may secure hints which will be of value from studying the advertisements herewith reproduced. You may, perhaps, adopt slogans used in these. You may couple ideas of your own with suggestions gained from a consideration of these advertisements.

Note the Christmas air given many of these announcements. In some, holly illustrations are used. In others some article suitable as a gift is shown. Undoubtedly these things brighten the store's message.

And these illustrations may be easily secured. Consult the advertising manager of your local paper. Quite probably he has holly cuts and other decorative designs which he can lend. Many manufacturers have electros which would be suitable. Or you can cut out some sketch which appeals to you and have cut made so that this can be used in your advertising. A line cut is not expensive. Five dollars would buy a good many of the size you would want. If there is an engraver in your city or town he could make these for you. If not, they could be made in a nearby city, but perhaps the best results and the best prices could be secured by having the order for cuts go from your local newspaper man. Certainly to consult with him about your advertising should be worth while.

You'll certainly be very busy from now till Christmas, Mr. Dealer, but newspaper publicity will pay—perhaps circulars will, too. To get up attractive advertisements without giving too much time to this work is the question. Undoubtedly, the actual work of others, as here shown, will assist.

Gifts Of Utility

Ever hear of the S. P. U. G.? That's the Society for the Prevention of Useless Giving. We're not members—although we might be for every article in our store is useful—and we are a great believer in the useful gifts. You can never hurt a man's feelings by giving him something of the many good things at Blair's. These are two suggestions:

Gloves *Dent's, Perrin's and Fownes'*

Capes and Chamois. $1, $1.50 and $2.
French Suedes—unlined and silk lined. $1.50 to $2.50.

COORD, WINDSOR, ONTARIO.

The Christmas STORE FOR MEN

BOYS' SUITS and O'COATS $2.75 to $15

MEN'S SUITS and O'COATS $2.50 to $50

—Let Us Suggest These As—

Christmas Gifts for Men

appreciated by men are the practical gifts.
ion here that is not practical?

MUFFLERS
Beautiful Mufflers in soft silk and rich silk knit mufflers, in a wide variety of handsome colorings. They come in individual Holiday boxes, ready to hang on the Christmas tree. prices ..... 50c to $3.50

50c MUFFLERS AT 25c
The celebrated Bradley Mufflers, all wool, they fasten at the neck. Then we have the regular 50c Wax Sweater Neck Mufflers, that fasten at the back, for 25c.

"DENT'S" GLOVES
We have a full assortment of fine winter Gloves. Unlined capeskin gloves, genuine buckskin gloves, and fur lined gloves. Christmas gifts—the kind that men will like best. The prices per pair from— $1 to $5

CUFF LINKS AND TIE PINS
A splendid variety of gold filled cuff links and tie pins. Plain and fancy designs. 50c–75c–$1

We have the Correct Wearables for Fall Dress Occasions

W. BOUG

INDSOR'S GREATEST CLOTHIER

-useful

A Man For Mer

Your Chri from GRA gifts for th sure to be

GRAFTO Christmas is not the line, but for the ma patterns cons

CLOTHIN HATS HABERDA

Grafton & C

for Christmas Giving---

OUR stock is filled to overflowing with good things. It contains everything that pertains to the comfort and pleasure of the well dressed ma or abroad.

Exquisitely Rich Ne
A well selected tie is an always a gift. An assortment of over 50 dozen designs—best quality silk—each in a box .....

Silk Neckwear — All the new patterns—floral, figures, striped and checks—all the newest shapes 75c

Imt — Nev patterns and chec $1, $

Pure Silk Knitted Ties — An exceptional assortment. .....

Gloves—Dent's—Perrin's and Fownes'
Capes and Chamois. $1, $1.50 and $2.
French Suedes—unlined and silk lined. $1.50 to $2.50.
Genuine Buckskin. $3.00.
Wool lined Capes and Mochas $1.25 to $3.50.
Fur-lined Gloves. $2.50 to $10.00.
Wool Gloves. 50c to $3.00.

Handkerchiefs
Imported pure linen—$3 in a box. $1.25. Silk 50c and 75c.

Shirts
Silk—assorted patterns and colors $4.50 to $10.00.
Wool Taffeta $3.00 to $5.00.
Dress Shirts—all kinds—$1.50 to $5.00

Socks
Cashmere—black and fancy. 25c to 90c.
Silk—black and fancy. 50c to $5.00.

Walking Sticks
Large assortment from Bamboo to Snakewood $1 to $10.00.

Jaeg $3

Smok Fanc

Dressi Wool

Bath R Turkish

Fancy V Silk—br

Dress Ve All the ne

Wool Und Both 2-piece $2.50 to $10.00

Umbrellas Pure silk top to $7.50.

EVERY article Christmas box deliver. Becom guaranteed delivery.

Blair'

Christmas

We point with pride to our very choice and exclusive selection of Men's Furnishings for the Holiday Trade.

We've Elegant Neckwear ..50c to $1.50
The Best Makes of Gloves ... $1.00 to $1.75
Perfection in Shirts ..... $1 up
The Best Brands of Underwear .$1 up

New Hosiery, Night Robes, Pyjamas, Umbrellas, House Coats, Dressing Gowns, Bath Robes, etc., etc., all fairly and reasonably priced.

We've the Sort of Gifts Men Like

An exclusive range of articles suitable for Christmas presents for your Soldier Friends.

LIVINGSTON'S, Brock St.

A little out of the way, but it will pay you to walk.

If You're Hunting—

for Christmas Gift Suggestions

Well—just turn over

Gifts

More Useful Than A Sweater-Coat

Every man should have one. The garment with one hundred and one uses, always warm and cozy. Warm his body as well as his heart this Xmas.

Wool Sweater Coats with shawl or double collars. Heavy weaves in assorted styles and colors. $3.75 to $6.75

CHILDREN'S JERSEY SUITS
Jaeger pure wool make, in assorted colors, at $2.00 to $3.50

Silk and Wool Sweater Coats, something new season for men. The most dressy coat made. and white check only, V neck style. This coat a splendid house coat, priced at $8.00

eater Coats Make ndy Gifts for the Kiddies

very large assortment of pure wool ts for children in heavy and medium e or shawl collars, priced at $2 to $4.50

Rutledge & Jackson Ltd
THE BIG STORE VICTORIA AVE.

Overcoats, (These are $18 to $25 Grades)
Offered in the Lower-Price Store, Broadway corner Eighth.

The Christmas Store of Gifts for Men

Gifts that men want—dressing gowns, house jackets, mufflers, sweater-jackets, neckties, shirts made to order, steamer rugs, and a score and more of useful things—the things men buy for themselves. Coming in every day.

Neckties—50c to $6; beautiful silks; a table of special 25c ties

Steamer Rugs—RED-LEAF, from London, in plaids with plain reverse sides, $10 to $40; U. S. made, $5 and $6.

Dressing Gowns begin at $9 for good wool gowns. They go up to $35 for heavy silk gowns, lined with silk, made in our own workrooms. About 10 prices.

Mufflers for dress and street wear, $1 to $10. The choice is a rare one.

House Jackets of double-faced cloth are $5, $8, $10 and $12; three pockets, frog loops. Velvet and velveteen jackets are $15 and $20—at the latter price silk lined and faced.

18 Styles Men's Shoes at $4
Burlington Arcade Floor New Building

JOHN WANAMAKER
Broadway at Ninth

vance istmas gestions

Do You Belong to the Society for the Promotion of Useful Giving?

you will shee at once the value of the following suggestions for advance Christmas shopping. gifts this year be the useful, sensible kind—the kind that are always acceptable. For your st—what about these

House Coats
colors, nicely trimmed $3.15 to $12.00

ssing Gowns
is, London made $5.00 to $25.00

Gloves
s Gents, Unlined, Fur-lined, every an pair $1.00 to $10.00

's Socks
25c, 35c, 50c 50c up

Men's Neckwear
All the latest designs, in silk and knitted. Put up in fancy boxes 35c, 50c, 75c up

Boys' Ties in boxes 25c up

Sweater Coats
Men's Wool Sweater Coats, plain neck $1.50 up
Men's Heavy All Wool Sweater Coats, with high collar $4.00 to $9.00
Boys' Sweater Coats with high collar $1.25 up

Men's Pyjamas
In Flannelette and Zephyr Cloth, nicely finished $1.50 up
Ceylon Flannel Pyjamas, $2.00 up
Silk Pyjamas $5.00 to $7.50

Suspenders
In Fancy Boxes, 35c, 50c, 75c up
Men's Elastic Arm Bands and Garters .....25c up.

Handkerchiefs
Ladies' and Gent's

Ladies' Irish Linen, Hand Embroidered or plain, 15c, 20c, 25c up
Gents' Lawn Handkerchiefs, per half dozen, up..... 50c

Gents' Irish Linen, Plain or Hemstitched, half dozen, up 75c, $1.00, $1.25

All Silk Handkerchiefs, Plain or initialled..... 25c, 50c, 75c up

HOP EARLY AND OFTEN AT REID'S LIMITED
223 St. Catherine St. W. Corner of Bleury

istmas Gift your inspection! Never before had w ful assemblage of

The Gifts That a Man Likes

Here you will find the newest impe creations in

House Coats, $5 up. Bath Gowns, $3.75 up. Dressing Gowns, $6 up. Rich Cravats, 55c up. Underwear, $1 garment up. Shirts, $1 up

Umbrellas, $1 up. Walking Canes, $1 up. Neck Wraps, $1.50 up. Hosiery, 3 pairs for and up. Silk Hosiery, 50 pair up. Etc., etc.

Do Your Christmas Shopping at

HENRY MARKS
The Haberdasher
Three Gift Shops for Men
148 PEEL ST 190 ST JAMES ST
AND
WINDSOR HOTEL

Y MARKS : HENRY MARKS : HENRY M

MEN'S WEAR REVIEW

THE RECOGNIZED AUTHORITY OF THE CANADIAN MEN'S WEAR TRADE

Published MONTHLY — MWR — 143-153 University Av TORONTO-CAN

VOL. 6. DECEMBER, 1916 No. 12

"THE HIGH PRICE BUG-A-BOO"

SOME cheering features are noted at the present time, even with regard to prices. No, this does not mean that it is possible to record any drop, or to foretell any decline. There is, however, the encouraging fact that high prices are not cutting down buying as it was feared they might.

More and more merchants are finding that they can sell goods at the advanced prices. A Hamilton merchant gives his experience with regard to clothing —saying that it is absolutely possible to sell the same goods at the higher prices which are now necessary.

An Ontario merchant says he never expected to sell dollar ties with the ease that he is now selling them.

An Easterner advises that working men are more than ready to pay higher figures for good working men's supplies.

There seems no reason to shy at handling lines because the prices have been advanced. If the customers are told why the rise is necessary—and have it brought out that they are really gaining by paying the big price—they will not withhold their purchases.

REMEMBER THE BIG BOY

WHEN the present war commenced, many a mother felt sincerely thankful that her son was only a lad of fourteen or at most, of fifteen years. For him the call to take up arms was not a question demanding decision. But two years have passed, and many of those boys who were not at first of interest to the recruiting sergeant have now grown into something very close to manhood. Under ordinary conditions many of them would be in long trousers. As it is, home pressure is being brought to bear to have them buy one more suit of knickerbockers. Perhaps the lad himself, not wishing to be approached by a recruiting officer, although convinced that he has good reasons for not yet enlisting, would prefer to stay in inconspicuous garb.

Certain it is that from this feeling on the part of the parent and boy a demand for larger sizes in knickerbocker suits is being felt. They are, it is learned, being sold as large as 38's.

This state of affairs is worth bringing out again. It is a tendency which the buyer of boys' clothing has to keep continually in mind, and one which will require the most careful watching. He will want to have these larger sizes in boys' clothing for this season, and for next season. There is unquestionably going to be this demand for such sizes. But with the war over, in all probability there will be a return to the demand for the long pant suit just as soon as the boy has attained anything like sufficient size.

THE WIDENING FIELD OF THE MEN'S WEAR BUSINESS

EVERY years sees its business changes. Perhaps that is what makes business so interesting. Certainly the widening of the men's wear field since war started is interesting in retrospect, and in prospect, too. It bespeaks larger days for those engaged in this line.

Think of the broadening which has taken place.

Two years ago many dealers left boys' clothing severely alone. "Mine's a man's shop," they said. Then came war, and for a time business depression, depression which reduced the buying power of the men in Canada and which was followed by a steady reduction in numbers of the men in Canada. At first there was something approaching consternation, but as things righted themselves, the boy came to the front. He began to do something approaching man's work, and to earn something approaching man's pay. More were led to see the wisdom of getting his business. More awakened to the fact that a boy customer in 1916 is a man customer in 1920—that the boy is the business insurance of the men's wear trade.

Then there opened the military field. Men in uniform don't want what they formerly did. What do they want then? The answer was found, and military lines found their place in many stores: breeches, khaki shirts and ties, mirrors, puttees, haversacks, shaving accessories, wrist watches. Some of these lines will cease to have value after the war, it is true —but some will continue in demand, and the men's wear trade has established itself as the source of supply.

Then note the advent of women's lines. With men so busy, doing extra work, women have been more than ever commissioned to buy for their husbands. They have come to the men's wear stores to fill their commissions, and while there, have bought for themselves, so that now many dealers are stocking handkerchiefs, Panama hats, sweater coats, gloves, hosiery, caps, especially for women customers. This is a trade which will continue— growing larger with the years.

And with the increased business with women there has come a new opportunity to sell clothing for the little boys—the fellows of from two to eight years. The mothers buy these suits, and the mothers more than ever before are now buying them from the men's wear dealers.

"The world do move," as the old darky preacher said. So does the men's wear business. It's a wise merchant who keeps in step.

DISPLAY OF ENEMY EXPORTS DISAPPOINTING INCOMPLETE AND GENERALLY INACCURATE

HALF a loaf may be better than no bread at all, but unquestionably half a truth is a mighty dangerous thing. Hence, danger would surely have resulted from the recent display of enemies' goods exported to other countries before the war, were it not for the fact that each manufacturer who went to Convocation Hall, Toronto, and looked over the exhibit, had a pretty definite knowledge of the lines made by Germany and Austria which had in the past, or could in the future, compete with his own product. Knowing this, therefore, he was quickly led to see how incomplete, and incorrect, this exhibit was, and so to take even the exhibit of unknown lines with a liberal pinch of salt.

How that exhibit was turned out is a question. Germany certainly has manufactured cheap goods—so doubtless has Austria—but both have manufactured some splendid lines as well—no use blinding our eyes to that. But no one would get an idea of any such goods from the recent exhibit. No. The casual visitor would probably get the notion that Germany made bathing trunks and suspenders for the natives of Mombasa—celluloid collars for these natives to wear as anklets, and hats to protect the tender negro head from the heat of the tropical sun.

And such suspenders as were shown too! No means of adjustment whatever. Evidently the refined Mombasan simply hitched the ends of these galluses to his brightly colored bathing trunks, then trusted to luck that the suspenders would early enough triumph over the law of gravity.

No use denying the fact, this exhibit was a great disappointment. Many manufacturers came far to see it. Probably their sense of humor overcame their annoyance, enabling them to go home merrier though but little wiser as to the opportunity of getting an export trade where formerly the enemy secured this.

Some facts were to be gained from the exhibit of course. But, as has been indicated, one's belief in the completeness—the truthfulness—of the exhibit was so early shaken that these facts were hard to sort out.

Here, for instance, was a terribly cheap line of felt hats "Made in Germany," hats which the information given advised were marketed for 12/6 per dozen in the Gold Coast, Mombasa, Abyssinia and Trinidad. All right, one would think. Now I'll see the good hats, the Austrian-made Valleurs. But there were no Austrian Valleurs in the exhibit.

Over there was the exhibit of toys. There surely would be shown a wide range. But not so. A few celluloid dolls, that was about all. The indestructible dolls which have been marketed, and which can, under ordinary conditions be made by some Canadian men's wear manufacturers as a by-product—were not shown at all.

Then there were collars. A celluloid line—exceedingly cheap and inferior to anything made in Canada—was shown as having been marketed in Australia and Basuto land. Probably the quality here was a fair representation—for Germany has made only cheap waterproof lines. But how about the Austrian linen—or more properly cotton—collar? It was exported largely. Some came to Canada, though why is one of the unanswerable questions. Where was this collar? Where the information as to countries in which it was marketed? Answer. Nowhere in the exhibit. This line, like so many others; was entirely overlooked.

As for the rest perhaps it will be best to merely outline, briefly, some of the goods shown.

Artist Casey's idea of Germany's export trade, formed from the recent exhibit.

Here were boys' suits marketed in Trinidad. One unique model had long trousers which buttoned on to a vest of the same material, which vest itself buttoned up the back. A little coat completed the suit, this being made in Eton style. This suit sold retail at 13/6.

Boys' great coats sold in Switzerland were of varied value. One, selling at 15/2 seemed worth it—although, of course, that was a before the war price. Another at 15/5 was made in good style, but of exceedingly poor material.

Underwear manufacturers must have been surprised at what was shown. There was a heavy fleece-lined garment sold in Manchuria, (Retail) if the figures are to be believed, at 9/2 each. To the Gold Coast and Abysinia went lighter underwear. Somehow this didn't seem to find a market in Mombasa. British Guiana and Venezuela also were indicated as purchasers of German cotton underwear; while to Trinidad, Australia and Mombasa went bathing suits and trunks. Socks—of very low grade—were shown as having been sold by Germany in Italy, Trinidad and Ecuador.

Then there were cheap puttees sold in Mombasa; the suspenders, earlier described, to British Guiana and Mombasa, and cheap belts to the same places.

To Manchuria, so the exhibit indicated, camel's hair blankets were sold at prices ranging around 19/- or 20/-.

Buttons, in a fairly wide range, were shown as going to Zanzabar, Malta, and Straits Settlements.

And shirts—by the way have the Germans heard of the coat shirt? Not according to the samples shown as those sold by them to Trinidad and the Gold Coast.

A NEW HAMILTON FIRM

Messrs. Shannon and Grant Speak Enthusiastically of Business Conditions—An Interesting Store Described—Live Methods of Following up Customers—Building up a Mailing List.

THE firm of Grant & Shannon is one of the latest additions to the Hamilton men's furnishing trade. Both members of the firm have been associated with the trade in Hamilton for a number of years, but their association under one firm name is only a matter of months.

Despite the short time they have been in business in their present quarters they report a splendid progress. Mr. Shannon assured the writer that if it had taken three years to build up their present trade they would have been satisfied.

The store itself might well be an argument in favor of success. Situated on a James street corner, just two blocks from the intersection of King street, it has a natural trade getting location. In addition to this the store is splendidly equipped. Two large deep windows face on James street while four of equal width face on the side street. These six windows are devoted to the display of clothing in which the firm specializes, while the front windows are given over to smaller lines. All the windows are illuminated from the top by shaded lights that throw their rays directly on the display.

A Spacious Store

Inside you get the idea of spaciousness. One side of the

Room for some splendid displays here, oh, brother Window Trimmers! Be it unit effects, or massed attack, there is surely a grand opportunity to get results here. Just at present clothing is being featured in every window, as will be seen by the illustration. This brings results, the proprietors say. The window has only recently been enlarged to the size shown. This improvement, indeed, was the first act of the new Hamilton firm when gaining possession of their stand.

store is given over to one long case in which all varieties of suits are carefully displayed on hangers. These cases reach about seven feet above the floor and above them again across the whole side are unobstructed windows, that make it light and cheerful on even the dullest day.

Down the centre of the store a double row of cases are seen in which more clothing is displayed, while the top of the cases are used for attractive arrangements of ties and similar articles.

At the rear is a boys' department unusually well stocked. For the boys' trade is catered to as carefully as the man's. Opposite the clothing, half the store is given to furnishings, and farther along in a well equipped hat and cap department.

Though everything is to be found here that a man could desire in the furnishing line, yet especial emphasis is laid upon clothing.

Business Never Better

Mr. Grant when spoken to regarding the business was as enthusiastic as his partner. Everything was working well, he said, but especially clothing. When asked if they experienced any difficulty in getting what they required, he replied, that they had been able to get all the first-class goods they required. The poorer lines built up mostly on shoddy was where the shortage was being felt. As conditions were however, he did not consider that a great disadvantage. Hamilton was booming, and there has been a big influx of population, in connection with the opening of the munition factories. These men were drawing good money and spending freely. His experience showed that a better line of goods was being sold than had been the case. The sale was in the $30 and $35 ready-mades rather than in the cheaper priced goods. No! this was not due to the increased cost. Increased cost of goods was mainly a scare. Some suits had ranged one to two dollars higher, a possible increase of about ten per cent. but that was no great amount and he had found no difficulty in the matter of quality.

Following Up a Sale

In the matter of following up sales the firm is very systematic. On each suit is a price tag bearing the firm name, stock number, color and price. On the back of the tag are spaces for the date, name and address of purchaser and the name of the salesman. When a suit is sold this tag is removed and filled out. A special book is kept in which the record of these tags are noted. This forms a live mailing list. To send circulars or booklets out haphazard is a costly proceeding, but all the names on this mailing list, have at some time been customers of the store. Then also a record of all purchases made by customers is kept. If Mr. B—— buys a suit to-day, and an overcoat two weeks later, it is possible to consider him a friend of the store. If then his name does not appear again for an unusual length of time a courteous note is written asking if the former purchases had proved satisfactory and suggesting new lines likely to attract. This has proved a very effective method. People like the appearance of personal interest. But of all means of trade getting, according to Mr. Shannon, the window display stands supreme, and in this line, as our illustration shows the firm has been unusually fortunate.

CORRECTNESS COUNTS IN MILITARY MEN'S WEAR

Stores Which Make This Line a Surpassing Success, and a Good Seasonable Sales-getter This Yule-tide Will Give Attention to Precision as to Details That Make a Difference.

MILITARY men's wear, always a profitable line, and one which never fails to give the unmistakable touch of distinction to the store in which it is properly featured, will be more than ever to the front this Christmas season in the men's wear trade in Canada—as certainly as it will be at the front in France and Flanders.

With more than mere months of experience behind them now, men's wear specialists must do more than merely feature military equipment—any old khaki apparel with nondescript details and unauthorized embellishments—to get the best and the most business. The time has arrived when both the regulations, and the customers, insist on letter-perfect attention to details and the very acme of accuracy in adherence to army demands.

Imperfections Don't Suit

There is still on the market much military apparel which does not accurately conform to regulation requirements, and Officers and N.C.O.'s purchasing uniforms find disappointment in the discovery that while the details of the uniforms look all right by themselves, still, when two or three officers get together, marked variations in cut and pattern of these details become apparent. The aim of the store featuring military men's wear in the end of the year 1916 ought to be towards accuracy in every detail of the apparel and accoutrements shown. Such 'trifles' as they may seem to the negligent, as the width of pleat on the pockets of a tunic are all important, and with the measurements rigidly set by regulations, there should be no variation to notice. But there is, unless the uniform has been bought where punctilious attention is paid to such details. Differences in curve of the lower edge of the pocket flaps are also only too apparent in carelessly cut uniforms, and defects such as these in cuffs, collars and lapels cannot be said to conform to the reputation for 'correctness' in men's wear which was ever the proud boast of men's wear stores worth while in catering for civilian trade. Considering that regulations have such a strong bearing on the case, it would seem that correctness to detail should be more than ever the aim of men's wear stores featuring military lines, and this is in fact true of Canadian men's wear stores making good during the present period.

Recent Regulation Requirements

Indications of certain directions in which accuracy will be demanded of the trade doing a military business this season are discovered in the latest Regulations issued which doom the soft cap to oblivion, and make it imperative that officers wear the hard cap according to approved design whether on or off parade. This dictum was brought about by carelessness in the manufacture of soft caps, and also by carelessness in the wearing of the caps that were not so well made. The temptation to pull the cap more comfortably down on the head led to its assuming a

A Military Accessories Window, trimmed by A. Matthews, of Stollery's, Toronto—the variety of goods shown and the clearness of price-marking attracted early a big volume of business—the use of the card to give prices of all the lines is particularly effective. It removes the danger of any spottiness resulting from the use of many price cards, and by making the card a central feature of the trim focuses attention on what is, after all, a list of suggestions of Christmas presents which will be appreciated by the soldier.

crumpled devil-may-care appearance upon the brows of handsome young officers, and this caught the eye of General Military Precision. Result—the new edict in favor of the stiff or semi-stiff cap which may hurt the brow a bit, but which is nevertheless Correct, and the Only cap to be offered to the customer in military circles who knows. It is admittedly the business of the properly ambitious men's wear dealer, to know for the customer who is not versed in every detail of regulation demands, and the best business in military men's wear is built on such knowledge.

Breeches Same as Jacket

Again the edict has gone forth that in future breeches of a lighter shade than the jacket worn with them will not be countenanced. These must be of Khaki Bedford Cord of the same shade as the jacket, or must be made of the same material as the jacket. Young officers returned from the Front had a happy-go-lucky habit of appearing in street or on parade even, wearing breeches somewhat lighter in shade from their jackets. The result was a lack of uniformity in the appearance of the units so led, a little falling away from perfection of precision, and consequently the regulations have been drafted to give attention to this detail. Correct military men's wear dealers are duly paying attention to the matter.

Jackets are, according to regulations, to be khaki with worsted rank badges on sleeves. Cuffs are to be embroidered as formerly.

Badges of Rank

Badges of rank are worn on the service jacket, embroidered on sleeves. On greatcoat or British warm, badges of rank are to be on the shoulder straps in bronze, with leather or bronze buttons and gilt badges are not authorized for overseas service. There is a difference as regards the wearing of gilt badges in regard to the General Administrative Staffs of Districts and Camps. These may be the same as above described, or gilt with brass buttons. Cuffs will be pointed, not embroidered as formerly, for the Administrative Staff uniforms.

Fancy Socks Barred

No more fancy colored socks are to be worn by military men on or off duty. Young officers with their civilian conquests still in memory, though these had been surpassed by greater fights on grimmer fields, had displayed a tendency to enjoy the glory of a resplendent pair of socks as if to eclipse the stern glory of the King's Khaki and their own reputations. General military precision has set his regulation foot down hard on the fancy colored sock, and NOT on the method of wearing the said sock. No, khaki socks or black are the only styles for officers this season.

The Gold Braid Stripe

Such a tiny touch of brilliance as that new two-inch strip of gold Russia braid No. 1 permitted by regulations on the left sleeve of the khaki service dress jacket in certain cases must surely mean much in view of the fact that gold embellishments are so frowned upon as a rule by regulations. The stripe does mean much. It means that the wearer has been wounded in some campaign since Aug-

ust 4, 1914. If wounded in more than one engagement, that is having been wounded, returned to the front, and suffered another wound or wounds, then two stripes may be worn, and so on for each engagement in which a wound or wounds came the way of the wearer of the khaki jacket so embellished. One stripe does not stand for one wound, two stripes for two wounds and so on. If that were so, some men would assume a zebra-like appearance, gold-striped from head to heel, for fifteen and twenty wounds have been received by men in this war, and the men have recovered and even returned to the fight in some cases.

Shirts, Gloves, Puttees

There has been introduced to the military market a shirt of the regulation pattern, with pockets, collar and bands to bear the rank badges on the shoulders when the officer wearing the shirt in camp discarded his coat in hot weather. This line of shirts in English flannel with extra collar to retail at $4.50 is a splendid class of goods. Another lighter line, the Summer shirt in cotton to retail at $2.00 with extra collar, is a favorite and a sure seller. Still another is the same style in mercerized cotton, almost like silk, to retail at $3.50. These shirts are great lines for a store carrying military men's wear.

Gloves are the regulation two-button style, and khaki woolen gloves for officers' wear in cold weather. Two capital lines these, of convincing value and certain selling appeal.

Two Special Ideas That Go

A substantial special line in military men's wear that makes a hit is the imported chamois leather vest with sleeves for wear under an officer's uniform. This makes a handsome line for window display, certain to attract the keenest possible practical interest of military men. The vest retails at $12.00. Khaki mufflers, too, are an important and profitable line. ,

Then for the non-commissioned officer, who is in love it may be with a charmer fair, but who is NOT in love with the serviceable unornamental regulation regimentals provided, there is something fascinating in knicker breeches for wear off duty when with the young lady up town. These are made in first rate khaki material, splendidly tailored, tight around the knee, and well pegged. They give the uniform a dashing send-off for courtship, and are built to retail at around $5.00 or $6.00.

Decoration Ribbons

Canadian military men are entitled to wear decoration ribbons of many campaigns, even the Crimean war ribbon being still in demand in Canada here and there. The present war has called forth in Canada a demand for the Chevalier Legion of Honor ribbon of France the right to wear which has been won by Canadians at the Front, and will again be won. The French Military Medal ribbon also has been required by Canadian officers, also the ribbon that goes with the Croix de Guerre. The new Military Cross Ribbon (called into being by the present war) and all the recognized decoration ribbons, the V.C., D.S.O. and D.C.M. ribbons and the ribbon for the Military Medal make interesting lines for a thoroughly equipped military men's wear department to have in stock. They are not fast selling lines, but they are necessary to give distinction to a store's military service, and they go well with window displays.

PROFIT SHARING AS ADVERTISING

New Turn to An Old Scheme Attracts Interest—Making the Customer Help Boost—How a Toronto Merchant Attracts the Interest of Customers—An Ingenious Scheme

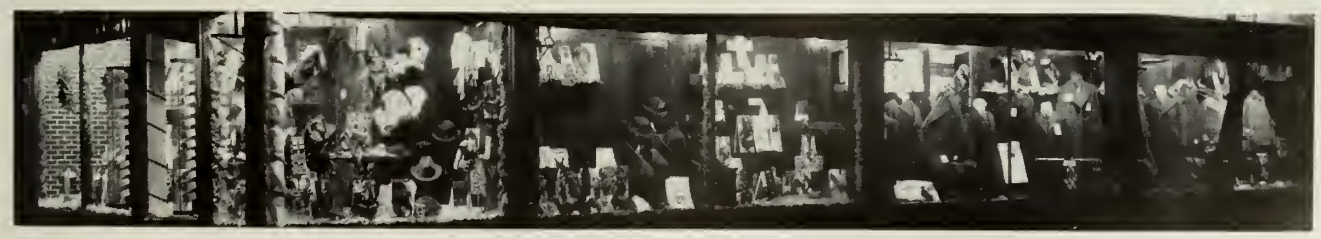
UNIQUE ideas in merchandising are always matters of live interest. Mr. Hay, of Hay and McCarthy, Queen street West, Toronto, rather specializes in the unique. His proposition is that, though there may be nothing new under the sun, you can sometimes give these old things a quirk or turn that will make them appear novel to the man on the street.

The idea of returning part of the profits as a trade getter is not new, and possibly may have been among the ideas that gave Solomon that sore thought about the vanity of trying to locate anything really novel. But the new turn comes when the offer is made to return, not the profit, but the actual sales price of all articles bought on one particular day of the month.

How the Scheme is Worked

This is Mr. Hay's idea. Sales checks are given with every purchase, and each check bears the date. Then at the beginning of the month a date is set by the merchant and all checks dated that day are redeemable at their face value. A simple enough scheme on the face of it, but one that according to Mr. Hay has already aroused almost more interest than he had anticipated. The scheme is yet in its infancy and has not had a fair try out. But at any rate here is the way Mr. Hay figures it out.

Say a week's sales total $2,000. A fair average per day in a month of 27 working days would be approximately $74—, or a little less than four per cent. of the total sales. Now a goodly proportion of these checks will never be cashed in, which will bring the percentage down considerably, say to three per cent. This is a fair average cost for this experiment, if experiment it is. Mr. Hay considers this not charity, but business, not a gift, but payment for services rendered. The fact that the man who gets his money back and chuckles over it, and tells all his friends about it, doesn't know that he is thus doing

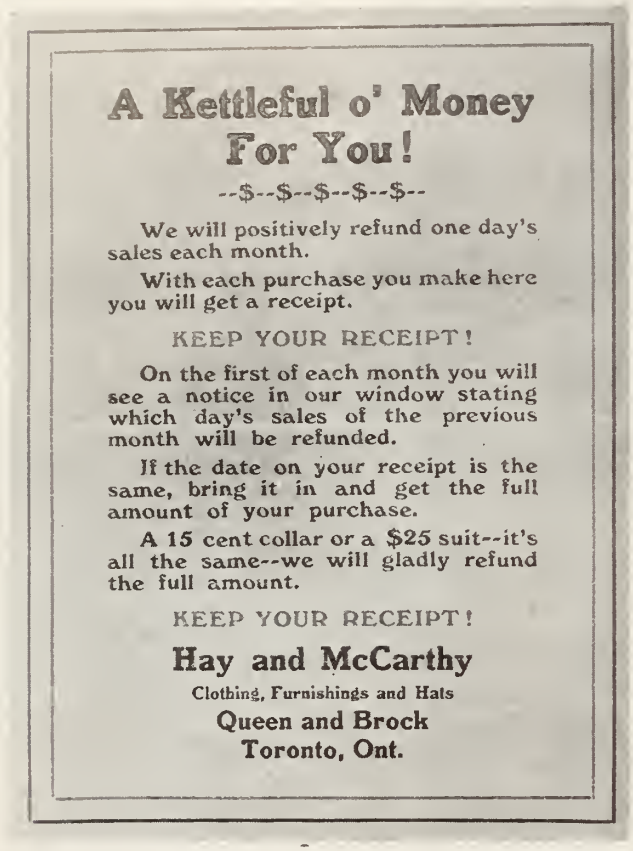


The remarkable windows of the Hay & McCarthy stores enable full justice to be done the various novel selling schemes undertaken.

the work for which he was paid doesn't alter that feature of the case.

The Lucky Day Fairly Chosen

These money back schemes generally make one peer around rather eagerly to discover where the catch is. There isn't a catch here, however. Mr. Hay doesn't pretend to return the proceeds of his biggest day's sale, but neither does he pick out one of those lean days that appear in every business. He figures out the average on his month's sales, then hunts through his records for the day that nearest approaches that figure—that's the chosen day. If you happen to have bought a collar on that date why you can hurry back and reimburse yourself to the extent of fifteen cents. And if you happen to have gone on a haberdashery debouch on that particular date and bought a red tie, sox and a shirt or two, you can cash in on these purchases just the same.


A Kettleful o' Money For You!
--$--$--$--$--$--
We will positively refund one day's sales each month.
With each purchase you make here you will get a receipt.
KEEP YOUR RECEIPT!
On the first of each month you will see a notice in our window stating which day's sales of the previous month will be refunded.
If the date on your receipt is the same, bring it in and get the full amount of your purchase.
A 15 cent collar or a $25 suit--it's all the same--we will gladly refund the full amount.
KEEP YOUR RECEIPT!
Hay and McCarthy
Clothing, Furnishings and Hats
Queen and Brock
Toronto, Ont.

The dodger announcing Hay & McCarthy's latest selling scheme.

Mr. Hay is a believer in advertising. He doesn't urge these methods to supersede the established advertising channels, but as a little following up, and he considers that the results will justify the outlay.

To Focus the Attention

Even a live scheme may die in infancy from lack of ability to interest the people to whom it is directed. The little dodger that outlines the scheme might fail to catch the attention, but an old black kettle brimming with actual money, will instantly focus the thought of the purchaser or casual passerby on the caption of the dodger as well as on the store itself. This is the attention getter that Mr. Hay has evolved. The kettle with its glittering contents occupies a central place in the best show window. To be sure the money is copper, but a polished copper can masquerade fairly successfully as gold, at least in a shop window.

BUSINESS WOMAN DIES

Mrs. Elma C. Mennen, President of the Gerhard Mennen Chemical Company, died at Newark, New Jersey, on October 25th, 1916 as the result of an operation. She was 55 years of age. Since the death of her husband, Gerhard Mennen, the founder of the Company, in 1902, Mrs. Mennen took an active part in the management of the Company, and the administration of the estate, displaying business and executive ability of a high order. She is survived by a son, W. G. Mennen, secretary-treasurer of the company, and a daughter, Mrs. H. P. Williams of Detroit. Her brother, J. J. Korb is vice president of the company, which will remain in the hands of the family, with substantially the same management.

Aaron Erb of Kitchener, Ont., for some time traveler for the Dominion Shirt Company, fell dead on the street in Brandon recently. The deceased was only fifty years of age.

A HISTORY OF MEN'S CLOTHING

A HISTORY of clothes, briefly sketched, was the feature of an address delivered by H. A. Nelson, vice-president of Semi-Ready, Ltd., at the Montreal Rotary Club weekly luncheon recently.

The first "fancy dresser," he told his fellow-rotarians, was Joseph, who wore the coat of many colors. The Egyptians were the first to wear linen gowns 2,766 years ago, and it was riding on horseback that led to a form of divided skirt. Sailors were the first to wear breeches, soldiers to wear long trousers. The Romans were the first to wear these garments among the civilized races of their day, although when they got to England in 55 B.C. they found the ancient Britons wearing them.

The Anglo-Saxon beau was the first to wear a white shirt, while the ends of his trousers were in the form of the puttees of to-day. After the Norman conquest, dress became more effeminate, and a man of Edward the First's period would look like a perfect lady. Beau Brummel, whose name has become proverbial with countless people who had no idea who he was, was the first to set fashions among men, and his style prevailed to this day in evening dress, and more particularly in the court dress worn on occasions of ceremony at Buckingham Palace.

The first ready-made clothes were put together by army contractors after the Civil War. Prior to that, sailors were the only folk who got their clothes ready-made and they called the shops where they bought them, slop shops. It was not until 1895, said Mr. Nelson, that the semi-ready idea was put into any practical form, and it was then introduced in Montreal. One of the men who started the firm was a shoe manufacturer, another a merchant, the third a newspaper man and the fourth an advertising expert.

Through the various stages of the business Mr. Nelson led his audience until he brought them down to the present day, where his company, which started in 1906 with a business of $350,000 for the year, went on with a turnover of over $5,000,000 six years later, and with 400 wholesale customers instead of the original forty.

SUITS & OVERCOATS

THE PINCH-BACK STYLE IS SURE TO PREVAIL

At Least It Will Prevail for Spring and Early Summer in Suits and Overcoats for Men in 1917——But With Fashions in Men's Wear as Fickle Nowadays as Fashions for Feminine Wearers Tendencies are Fleeting

MORE and still more it becomes evident to manufacturers and to the men's wear trade at large that "pinch-back" is to be the word in stylish men's wear for Spring and Early Summer trade of 1917. The tendencies are very pronounced in this direction. Manufacturers are busy on orders for the first lines of pinchbacks shown, and indeed the difficulty is to find skilled labor and materials quickly enough to fill the orders that pour in from all parts of the Dominion.

Business is reported good. Retailers are buying briskly, but it is to be noted that owing to the very rapid alterations in styles in these days, orders are not so large as to imply stocking up on any lines, even on recognized staple lines of men's wear.

As a leading Montreal manufacturer remarked to MEN'S WEAR REVIEW this month: "Styles in men's wear are changing nowadays as fast as feminine fashions."

Influence of Publications

The influence of certain well known and very widely circulated illustrated papers, which feature advertisements for young men's clothes, is declared to be largely responsible for the ready response of demand throughout the Dominion when men's wear styles alter, and the cut of coat, pants, or overcoat undergoes even a shade of variation. Men travel more, and are more susceptible to the comments of companions on the style of their apparel. Men's wear stores make a much more emphatic appeal to good taste through the method of the window display. Women demand more dressiness about the men they choose to honor with their society. The military influence is felt, if not in styles, most certainly in the direction of precision and scrupulous care in the matter of personal attire on the part of the unenlisted young man, and the clean cut man of middle-age with a boy or boys at the Front. These influences make the matter of men's wear at the present time a matter of extreme importance in the life of the Dominion, and increase the responsibilities as well as enhancing the art of the manufacturers and retailers of men's garments. The effect of these influences is for good as every dealer in men's wear will agree; however, they may increase his tasks in keeping pace with the tendencies of the times.

As pointed out, pinch-backs are certain to be the prevailing mode in men's wear for the opening seasons of 1917. The styles are being fashioned in various degrees of 'pinch' ranging from the mere indication of the tendency for ultra-conservative but still fashion-sensitive men, to the pronounced pinch-back giving an almost corseted effect to the male figure as viewed from behind. Perfection of tailoring is found in the fashioning of these styles. The making of men's wear in these days is no business for a bungler with the needle. The workmanship is there as dealer and customer alike are finding. So much is this so that the cheap lines of men's wear are passing into oblivion. Why throw away first-rate skilled workmanship on worthless material? Better have the best that money can buy or that means will permit of purchasing. The effect of thoughts like these in the minds of Canadian customers is being felt by the men's wear trade at present in most marked degree. People are buying better class goods in men's wear. It costs 20 per cent. more to make men's wear nowadays, and it pays the manufacturer better to make, the product better to handle, and it certainly pays the public to buy the higher grade goods. The suit that sells wholesale at around $20, to retail at say $30, is a very satisfactory line all round for the 1917 trade.

Yet Cheaper Suit Meets a Need

But while this is all very true it must also be born in mind that the bottom of to-day's deeper purses are too frequently touched by the grasping claw of old "High cost of living." This simply means that the cheaper suit will have to be bought by many. Such lines may contain a value of workmanship in disproportion to the value of the material in them. This is one of the penalties the poor man pays. Under the present conditions, however, the wonder is that the material used in these lower grades is as good as it is. With some firms, of course, this is due to very good supplies on hand before the war, and to the best of buying connections.

Details of the styles being shown at present for Spring and Summer selling, and upon which the fashions for men in early Fall of 1917 will probably be based, are difficult to rule down to any set standards except as embraced in the word "pinch-back." In the main, however, two pinches will be found on both sides of the centre back in the neat average conservative lines on the market. There are differences already shown, and more being made by artists of the scissors and needle, but what might be called "staple lines" in pinch-backs are so built. The belt sewn firmly on over the pinches, or attached only at the ends and buttoned in the middle features attractively in the designs likely to be popular. Width of belts varies. The tendency is not towards any very broad belt styles as yet, though apparently opposed to any narrowing under about an inch and three quarters. The fact that the pinch-back is taking the place formerly held by the Nor-

An effective clothing unit. The supplementary lines used in this do not detract from the main theme.

folk, and aims at being more attractive because less cumbersome, indicates an antipathy felt as regards breadth and even the hint of heaviness in the belt.

Some Modified Models

It is interesting to note that for merchandising in districts where the conservatism of the customers' taste is against the too sudden introduction of the pinch-back, a style is made which reflects the passing of the Norfolk in the use of perpendicular pleats on the back, set as in the old-fashioned Norfolk, with a third pleat in the centre, a mere tendency to shaping towards the waist, and no belt. This line is not largely manufactured, but is being shown for sale in places where the flash-light of fashion fails to penetrate sharply enough to force out of date garments into the shade ashamed. These lines of what might be called "modified pinch-back" styles make a very good introduction for the new fashion and form good values in cleverly tailored men's wear. They are certain to be followed by the pinch-back proper soon after being introduced, and would appeal to good taste that is not inclined to be over-daring at the outset, while still inclined to lead in the customer's district.

Narrower collars are being introduced now, and the cut of the lapels is much more sharply peak than previously. The style is distinctively attractive, and calculated to inspire the speedy purchase of "that new suit." The high peaked lapel, properly cut and carefully tailored, is full of vivacity and stimulus to high-class business. Going with the pleasant conservative greys and browns, and mixed thread suitings on which refined pencillings, and faint or slightly more pronounced checks appear, with occasionally also effective hair stripes, these new styles in cut and finish are very pleasing. Vests are cut conservatively and fairly high for this season. Trousers incline to the English style, and are medium cut, always conservative in taste, for the inclination to quiet, rather richly refined, good dressing for men is very certainly a Canadian tendency coming into certain prevalence for 1917. This is borne out by the general tendency to buy the better grade of goods offering.

Some trousers are being made with cuffs turned up. Many lines are more reserved and simple. So also with sleeves. Buttons are of distinctly better quality all over for the coming seasons in men's wear. Very few composition buttons are being used by the manufacturers. Ivory and horn buttons are being used instead, and the designs of

these are quiet in taste. Two and three buttons on sleeves are indicated by style tendencies. Two button sac coats are to be stylish for Summer wear. Some three button styles will be equally popular no doubt.

As to Overcoats

In overcoats for Spring again it is the pinch-back all to the front, and while the materials used are not conducive to quite as much variety as in the case of suitings, there will be plenty of variety still. Materials are difficult to get as all the trade knows, but the range of grays and pleasant-toned browns and kindred quiet colors offering in overcoatings for Spring is very interesting, and, indeed, surprising when conditions are taken into account. It is actually the case that coloring for goods in the men's wear trade is costing 25 cents more per yard, and in the case of overcoatings, while the lines on sale for 1917 may not seem so very much increased in price (thanks to forethought in the purchase of materials) yet there is every sign that the lines to be offered for next Spring thereafter, may be very much higher in price. Manufacturers are compelled now to buy two years in advance, and to take a chance on "market prices" in England at that period, whatever they may be.

Overcoat collars are being cut on the lines as indicated for suits, that is with peaked lapels, and narrower effect. Cuffs are plain or with the fold-back effect, not exaggerated at all. Two buttons on cuffs, and the tendency always to neatness and business-like finish in overcoat styles. Some velvet collars are being shown in overcoats. The length of the overcoats for Spring, 1917, is about 42 inches, a shorter coat more calculated to express activity on the part of the wearer than formerly. One slit at the back is the prevailing style, and, of course, the pinch-back with belt, sometimes sewn tight, sometimes attached at ends and buttoned in middle. Belts on overcoats are inclined to width, but not to exaggerated width.

WHY SUMMER WEIGHT CLOTHES SEEM SURE OF BIG SEASON ONE WORD OF WARNING

A LITTLE early to predict, yet advance orders placed by men's wear dealers in many parts of Canada make it evident that the light Summer clothing, generally called Palm Beach, is going to be very popular during the coming season. Stocks in the retail stores will certainly be heavier, and there will be a selling enthusiasm working for the still further popularization of this line—an enthusiasm which has not in former years been very widespread.

A number of influences apparently have lead retailers to stock this line more largely. The hot Summer was undoubtedly one. Another, perhaps, has been the more general entry of Canadian manufacturers into the field of production. Perhaps an even greater influence has been the realization of the wide range offered in these Summer weight cloths. For some time the idea persisted that these came almost entirely in the biscuit colored shade. But now the knowledge that these cloths may be secured in neat checks, greys, browns, etc., bring a realization that the man for whom the biscuit color is not suitable can yet be pleased in this cloth. This has naturally brought a realization of the wider market which exists.

Then the experience of those who in the past have handled this hot-weather line has led them to look for bigger things in 1917. Their experience, conveyed to others, has also, doubtless, had its influence on these.

Mr. Hawley Walker, for instance, has found this Summer clothing brings a class of sales which do not in any way interfere with other sales. Often, he says, a man came in last Summer, bought a feather-weight suit, then when this had to go to the wash some little time later he came in and bought another suit. Moreover the wearing of these Mid-Summer lines made men want a Fall suit early, and really had a stimulating effect on that regular clothing business.

Ed. Mack, another dealer who made a success of Summer-weight clothing last Summer—though he frankly states it was the first season the goods brought an actual profit—looks for a further improvement this year. It has been Mr. Mack's experience that Canadians follow to a considerable extent United States styles in clothing. In some ways he deplores this. For instance, he has noted a tendency on the part of some young men to buy two-piece suits the year through. This he thinks is mere bravado, and inspired by a two-piece year-round tendency which has sometimes existed across the line. To those asking for such suits for Winter wear Mr. Mack has been a counsellor as well as a merchant. He has done a good deal to turn these cold-proof young men back to the neat-looking, and health preserving vest.

But the wide wearing of feather-weight clothing by Americans on Summer visits to Canada has, Mr. Mack has found, broken down Canadian conservatism, as it was evidenced toward this line. In this regard the United States influence has been entirely good.

A number of dealers seem of the opinion that the Canadian manufacturer's wider entry into this field of Summer-weight clothing means better things for them as dealers. They expect to be thus relieved from the necessity of placing their entire order before the selling season opens—and that, in this line, would be a great advantage.

On this question of ordering ahead, one word of caution might well be uttered. Remember when ordering that some of the goods may have to be carried over to 1918. If you stock much more than formerly such a state of affairs must be considered as a possibility. Now carried-over goods, if of staple style, can be sold later. They mean tied-up capital, nothing more. But the pinch-back will certainly be big in Summer clothes in 1917. They'll be fine sellers too, but this will not be a good style to carry over. Pinch-backs may be out of fashion in 1918. It doesn't look like a staple, though it is a mighty good seller for 1917, that seems sure.

IMPROVEMENTS IMPROVE BUSINESS

D. Esstein, men's wear dealer of Victoria Road Sydney, C.B., has recently had installed a fine new store front. The interior too has been rearranged redecorated, and refurnished with polished oak fixtures. "The alterations," Mr. Esstein says, "have worked wonders. I find the sales increasing already."

BOYS, TOO, FAVOR HIGHER PRICED LINES

This Tendency More and More Evident—Man-Like Styles Gaining Favor, Especially in the First Long pant Suits—Pinch Backs Strong

BUSINESS is better and better in the department of boys' suits and overcoats, and up-to-date men's wear dealers are making this line a most profitable specialty. The influences which have led to better demand for better qualities in suits and overcoats for men, have come to bear also quite distinctly on the matter of boys' clothing. The time-honored catch-phrase "Just like Dad's" with a 1917 slant towards "Just like big brother's" applies in spirit if not in letter to the situation. The little boys still under the maternal influence as regards clothes are nevertheless beginning to assert their own tastes in suits, and from the ages of eight, or even younger, to fourteen the boys begin to want suits on the style of young men's suits except, of course, as regards pants. The long pants tendency appears later.

In suits for boys the coats show the pinch-back style in modified designs, and also in extremely accurate representations of the grown up styles. The Norfolk suit was formerly very popular for boys, and the coat style with a suggestion of the Norfolk in the arrangement of the pleats on the back makes a very neat and comfortable-looking suit for the boy between 12 and 14. For the boy who is growing up, and coming into the first long pants stage, the pinch-back has to be accurate to young men's model in the various styles. Designs of boys' suits now being shown illustrate the achievement of the idea of freedom with great neatness and well managed "mannish" effect. They will be found markedly in advance of the showings of former years for boys' wear. In boys' overcoats also the same tendencies as regards following the styles for young men prevail, but for the younger boys there are velvet collars and overcoats which do not attempt the pinch-back effect, but which show a neat little belt behind.

The tendency of the purchaser of boys' suits seems to be similar to the tendency apparent all over in the men's wear trade, that is towards the better grades. The lines that used to retail at $7.50 are not being ordered to nearly the extent of the lines to retail at $12. The values are better in the higher grades and customers and trade alike appreciate this.

The trade in men's wear generally is making a decided move towards developing the already very pronounced activity in the tastes of the younger generation (male) towards the perfections of the first long pants suit. Business secured through this line invariably develops if satisfaction is given, to the grown lines, and men's habits, as a rule, being conservative the business so built is business that stays.

DISPLAYING PRESENTS FOR THOSE OVERSEAS DRAWS TWO DISTINCT KINDS OF TRADE

Window recently shown in store of the 2 Macs, Ottawa. Note what the display manager, J. L. Beaudry, says of this —how it brought trade to new women's department.

HERE is a window which caught the tide at the flood and consequently fulfilled its mission of drawing business. It aimed to rivet the attention of passers-by on the need of buying early in November Christmas presents for the soldiers overseas. This trim has served its purpose now, yet the arrangement of the general military line is full of suggestions for trims aiming to draw military business from the soldiers in Canada, and regular business from those who have boys in the trenches, and who frequently want to send them useful remembrances.

The attractive feature of such a trim for women is worth careful noting. The 2 Macs have found they draw trade to their recently installed women's department—but read what Mr. Beaudry says.

"I have used your little 'Postie' idea" (as given in a last year's MEN'S WEAR REVIEW.—Ed.), "but to better advantage this year.

"The posties we cut out of beaver board and painted in natural colors. Holly leaves, Uras sprays, fibre roping and Foxtail sprays, were employed for decorating.

"This window display was installed a bit early, the idea being to get ahead of the other fellow, and also to let the public know that there was not time to loose, if they intended to send Christmas gifts to their friends or relatives at the front.

"The window was left in for a week and many direct sales resulted and we expect a big business during the next two weeks.

"Our new department, which consists of ladies' sweater coats and scarfs, has been kept busy lately. Ladies, being drawn in for military goods by this window, have in many cases bought these goods. A great many of these we would not have reached by ordinary advertising of this new department, as our store has only catered to men's and boy's trade in the past.

"Although we constantiy show military goods in a small section of a window, this was an exceptionally large display and resulted in attracting the attention of a great number of the local soldiers. No doubt proving to them the fact that this store carries the largest stock of military goods in the city.

"You may be interested to know that we are now handling 'Erector,' the toy-like steel structure and have had many inquiries already."

KNITTED GOODS

OPENING PRICES FOR FALL, 1917

Mills in a Quandary Owing to New Complications of Labor and High Cotton Prices—One Reports Advance of 25 Per Cent. Over 1916—Another 50 Per Cent. Over Pre-War Quotations

JOBBERS and retailers alike are awaiting with keen interest the opening of prices on knit goods for Fall, 1917. There has been much uncertainty among the mills this season as to how they could figure on the schedules with any degree of accuracy. In earlier years the yarns, both wool and cotton, did not fluctuate to any considerable extent so far as their buying was concerned. Since the war wool was the uncertain quantity, but as if this were not enough cotton has frisked along at such a lively pace, and shows such evidence of having "a long way to go," that the men who are held responsible for correct figuring on costs in the factories simply do not know where they are at.

Tried to Delay Quoting

The result has been that a proposal was made in the United States that the opening of prices for next Fall should be deferred for several months until something more definite was ascertained especially as to the cotton situation. But the objection to this was that the whole buying as well as the selling programmes would be thrown into confusion; the mills would be delayed until their deliveries could not be completed in time, the yarn markets would have to wait for the belated orders, and the retailer might find himself sacrificed to the peace of mind of the manufacturer and be forced to pay a much higher price in the end.

Handed Out Tickets to Buyers

So at the time of writing the United States mills are opening up the secrets of the Fall prices. That the retailers were anxious to get in at the outset is shown by the rush of buyers the first day. A wholesale buyer who has just returned from New York told MEN'S WEAR REVIEW that there was such a line-up in the office of one mill that the head had to come out and arrange for the issuing of tickets in order to those who had crowded in. The second day was a repetition of this quasi-matinee performance.

That prices for Fall will show heavy advances is agreed by all. From information that reached MEN'S WEAR REVIEW the increase over the 1916 prices will be greater in amount than the advance that was recorded over 1915, but the percentage of increase will not be as great, owing to the higher levels to start with. The per cent. advances in the goods that have a large proportion of cotton yarn are fully as much as the woolen.

REPORTS FROM THE MILLS

LETTERS were sent to several mills by THE REVIEW asking for information in regard to prices for Fall, also increases that were likely for sorting orders for Spring, the dye situation and other points. Among the replies received the following will be read with considerable interest:

PENMANS, LIMITED

"We will delay quoting as long as we possibly can, owing to the uncertainty of the markets, as we have to take a great element of chance in quoting prices so far ahead, and in fact much further than we can possibly cover for raw materials.

Withdrawal of Spring Prices Vindicates Advice of Men's Wear Review

AN UNDERWEAR firm has reported to MEN'S WEAR REVIEW that they are sold up so far as the ordinary output for next Spring and Summer is concerned, and any orders received from now on will be filled on the basis of the present high cost of wool and cotton yarns.

The policy adopted by MEN'S WEAR REVIEW at the opening of prices last Summer urging the retailers to buy at once in order to avoid a certain increase later on is amply justified.

When prices were announced MEN'S WEAR REVIEW took up the question of the element of scarcity of labor being added as a complication, and impressed on its readers to consider the position of affairs very carefully, and used these words: "Make sure of delivery and present prices," adding, "Every argument at the present moment seems to favor immediate buying."

"Prices for Spring, 1917, where mills are able to take repeats, will undoubtedly go higher, but we believe most of the Canadian mills are filled up on original orders," reads another report.

In fact most of them have withdrawn prices altogether, and will fill only on the basis of current yarn quotations.

A large number of men's wear dealers followed the advice of MEN'S WEAR REVIEW,—and are smiling to-day.

50 per Cent. Over Pre-war Prices

"Prices for Spring, 1917, where mills are able to take repeats, will undoubtedly go higher, but we believe most of the Canadian mills are filled up on original orders.

"As far as prices for Fall, 1917, are concerned, there will likely be about 50 per cent. advance over former pre-war times. At the rate the cost of living is advancing it is quite natural to expect that labor must advance in proportion, and we look for wages to be advanced from time to time.

"In certain lines, such as cotton, cashmere and worsted yarns it is almost impossible at this time to obtain supplies for immediate use, and where they can be obtained the prices are abnormal."

MONARCH KNITTING CO.

"WE have your favor of the 11th, and in reply would say that we are settling prices for placing business as usual, and our lines will go on the market at the usual time. Conditions in England, however, make it very difficult to be assured of supplies, and it is therefore impossible to guarantee prices. The dye situation is very difficult, still we have been able to fill all our orders booked, although many dyes are of inferior quality.

"We are booking a large volume of business on silk coats for Spring, also jerseys and bathing suits, and we are anticipating a large business for Fall, 1917."

THE HARVEY KNITTING CO.

"IN reply to yours of the 11th, *re* advanced prices, it is impossible to give you anything definite as to the percentage of advance that will be made, as it all depends upon deliveries from the spinners with whom we have contracts, or whether we are compelled to buy in the open market on the American side in order to keep our machinery going.

"Needles—It seems to be an impossibility to get a sufficient supply in order to keep all machines going.

"Sweater Coats—We expect to solicit orders about the same time as last year.

"Dyes—We find a little improvement; some dyes have improved some, others have not.

"We might state that through the labor difficulties and slow deliveries from all firms with whom contracts are usually placed, it is very difficult for us to get off our usual production, and we can see no relief at the present time."

Fully 25 per Cent. Advance

A firm that has laid lines of medium weight underwear before the jobbers stated that the increases were fully 25 per cent. over those of the 1916 season. This firm from the first decided upon the policy of retaining the original quality in their lines, that is, the same weight and proportion of wool, with the result that their prices ranged somewhat ahead of the average in many cases. Now, however, they are finding the trade willing to pay the big advances as the public in their turn are demanding the higher qualities irrespective of the price that this entails.

MISTAKE IN UNDERLINES

An unfortunate mistake occurred in a recent issue of MEN'S WEAR REVIEW, whereby a transposition occurred resulting in the wrong names being applied to The Forrest, The Laman and The Grant Collars of the Parsons and Parsons Canadian Company's Kant-Krack line. These should, of course, have appeared as shown here:

Forrest.

Lamon.

Grant.

The mistake, we trust, did not mislead any readers. It was so obvious, in fact, and the line so well known, that any serious confusion could hardly have occurred.

Frank Jenne, Sutton, Que., has opened a men's wear store in Peterboro.

Wm. Sadowski, clothing and furnishinigs, Lethbridge, has started in business.

HATS and CAPS

UPWARD TREND IN HATS STILL NOTICEABLE

Further Increases on All Markets, With No Likelihood of Easier Conditions—Straw Hats Advance Sharply—The Panama a Pleasing Exception—Caps Almost Unobtainable.

HATS are up again. This statement is becoming a truism in the hatting trade. Every English mail brings word of further increases, of depleted stocks of raw material, of cancelation of existing offers. The hatter has a harried look. If this sort of thing keeps up he'll surely be a mad hatter like his prototype of the mad tea party in "Alice in Wonderland."

It is certainly a difficult situation to keep in hand. Even since the last issue of this journal there has been another increase of about $2.00 per dozen on hats of English manufacture, and of about $1.50 on those of American make. The increase comes mainly in the cheaper grades. That's where the shoe pinches, for the bulk of the world pursues its birthright of life, liberty and the pursuit of happiness, under the protecting shadow of an inexpensive lid.

With this last advance the total increase on these moderate-priced goods has reached the handsome sum of

One of the new Civilian Caps being manufactured by A. Harry Wolfe, Montreal, for Spring, 1917. This is a new line with this firm.

$4.00 per dozen. Why, there was a time when it was possible to buy a whole fleet of hats for that figure, and that's not a price but only an increase. The man about town who jingles quarters in his pockets instead of pennies is more fortunate. His hats have only increased some $2.00 per dozen all told.

Stiff Hats for the Rich

Stiff hats, the chief sufferers in the general high price fever, have now reached an irreducible minimum of $20 per dozen. Not for the best remember. Hats at this price are the Coxey's Army of the hat world. They're the bread line, so to speak. Thus, as our legal friends would say, whereas $20.00 per dozen is the least a hard hat can be purchased for, it would seem an obvious conclusion that the bargain hat is doomed. But doomed is a gloomy word and the trade likes it but ill. The world is full of Micawbers expecting things will take a turn. And there are plenty of them in the hat business. Some of the dealers have still stock on hand that did not come under the exorbitant prices, and they are still able to sell below the figure justified by the present conditions.

These happy days are numbered, however. This reserve supply must of necessity be limited, and once finished it would seem that the day of the $2.00 bargain hat had dawned.

A Dark Outlook

Even the cheeriest Micawber peering into the future would find it difficult to be optimistic over the hat prospects. All indications point to a persistent increase in price rather than a decline. The leather sweat bands are made of tanned sheepskin and this is now almost off the market. There has been an enormous demand for sheepskins since the war began and Britain decided to clothe her soldiers in innocent sheep's clothing. The wastage on soldier's clothing is in the nature of things enormous, and the Government is using all the skins available and even then is not finding them sufficient.

In such a condition, naturally substitutes will be found, and some of these are already being tried out. With what success of course, is not yet known.

Then too, the felt market remains unusually firm. This is partially due to the scarcity of raw material. Rabbit skins, of which the cheaper felt is made, are not being offered in their usual quantity. The latest London fur report shows only 706 bales of rabbit fur offered. As these sales usually run from three to four thousand bales of the fur, it is easy to understand that there can be no slump in the price of felt.

Canadian buyers are finding it very difficult to get their orders filled. English manufacturers are quoting goods subject to change in price, and it has frequently happened that buyers have had to pay for their goods, prices far in advance of those at which they were originally booked. Many English manufacturers too are actually declining to accept further business.

Even at the present high prices dealers are finding business good, in the stock they have available. Were it possible to be sure of stocking a full line even under present conditions they might look for a successful season.

Soft Hat the Thing

The consensus of opinion of all manufacturers and handlers is that the day of the soft hat has emphatically dawned. They have not shown the same strong price advance as the hard hats and consequently may be sold at a slightly lower rate. The fedora style will be the most

popular, in colors of green, steel grey, pearl grey and brown. Beaver with black band and French russet trimmings will also be one of the featured lines. Blue will still be seen, but its vogue is dying out and the green and grey shades will practically usurp its place.

In the matter of style there will be no marked change, a slight almost unnoticeable widening of the trim is promised with a slightly lower crown. Owing to the increase in the prices of all silks, there is a tendency towards narrower braids.

The sale in straw hats for the Spring is opening up briskly. Here also a most pronounced advance is to be noted, 25-35 per cent. it is estimated will barely cover the increase cost. The advance here is largely on the better grades—but in all lines there is a marked advance. A straw hat that before the war would have sold for $2.00 must now retail at $2.50. A $2.50 line will now be sold at from $3.25, $3.50. The main change in style will be a tendency towards wider brims, although there will be no return to the excessive width of a few years ago. About 2½ inches will be an average width of brims. Panamas are also being shown at present, next season styles being already delivered to the jobbers.

Panamas Will Be Lower

Although there is a considerable increase on some of the raw material used in Panama hat manufacture, this is more than compensated for by the fact that Panama hats are now being made in Canada. Skilled workmen are employed, and the woven straw is imported from the other side of the line. There is a very marked difference, however, in the price of this raw material and the finished product. And herein, if one is fairly well heeled, and is a devotee of the panama, is ground for rejoicing. They will be about 25 per cent. lower in price than in former years. 'Tis true they have not yet made their way to the bargain counter. But the affluent ones can purchase a panama at the price of $5.00 with the proud consciousness that this same hat would have cost him $7.50 but a few short months before.

Then too there is a growing unobtrusiveness in style that has brought the panama into favor with the modest. The days of the slouch panama are done. The look of blood thirsty abandon that it brought into the life of even the gentlest men is a thing of the romantic past. The panama now follows in the footsteps of the respectable soft hat.

The big seller in Panamas will be a low crowned Alpine with a wide brim about 2¾ inches. This turban brim, as it is called has a very slight roll. The very last word in the style has a medium high crown with the side dents towards the front, the pinch being narrower in the front than the back. Another equally attractive model is slightly higher crown with shallow dents directly at the side of the crown.

Panama sailors will also be shown. These are slightly less dressy. They have a flat crown and narrow brim. They are made in either flat brim or a brim with a pencil curl. The band will be medium width of black—some fancy bands are being shown mainly in combination colors. These will be slightly more expensive owing to the dye shortage, they will range about $1 a dozen higher.

In the matter of caps the outlook is still gloomy. English tweeds are reaching almost prohibitive figures and tweed caps are being quoted at from $12.50 to $24.00. Even at these prices jobbers claim that orders are coming in faster than they can be handled.

The American market is showing some silk effects in caps, that are somewhat cheaper than the English tweeds and also some wool flannel articles. There seems to be no great sale for these, however, on the part of Canadian jobbers as the duty on these goods makes the price almost prohibitive. American jobbers, however, are placing some orders for these lines in Canada. There is no noticeable change in style here. The English mills are staying more and more closely to the standard weaves and consequently the range in cap cloth is limited and will tend to quiet patterns.

WHAT IS BEING SHOWN IN TORONTO SHOPS . . . . .

By MACLEAN, TORONTO

Christmas Displays are the Rule—The Knit Tie to the Fore—In Flat Silks the More Expensive Tie Proves the Thing—Other Splendid Presents Being Shown, as Shirts, House Robes, Scarfs and Clothing.

CHRISTMAS is at the door and though the season is yet early many attractive things are being displayed in Toronto shops to tempt a man's friends to extravagance.

One thing that is particularly noticeable about all the displays is their inconspicuous tone. The gay colors of former years are more noticeable by their absence than their presence, but the display does not suffer on this account.

Lovers of the knitted tie, and they are numerous, will be delighted to know that practically all the Toronto stores are featuring them. They are in the new English width, almost half an inch wider than former tie of the same variety. They are shown mostly in greys with a bright color stripe, though there are many other color combinations.

In silk ties the designs are legion. There is no way of describing them. Dots and stripes are very much in evidence. And, of course, there are the usual figured effects in Paisleys.

Frank Stollery, Yonge Street, is showing a particularly attractive line of watered silk ties in soft greys and blues and greens. There is also another display line in shadowed silk. A pronounced color design with an under suggestion of some other shade; a blue tie with an under shade of gold, or a red with a hint of grey; it would be hard to imagine anything more attractive.

Beautiful Dressing Gowns

Any man who has ever hankered for a dressing gown—for every day use—not one of the heavy kind that are a thing of joy in January, not a burden in July; nor yet one of those varieties that make one look like an animated bath towel—will rejoice in the light-weight wool taffeta dressing gown for men that Mr. Stollery is featuring in

his Christmas goods. They are soft and quiet colored and not over expensive either.

In scarfs there is plenty of variety. The lover of gay colors that are not over ostentatious can pin his faith to the popular Bandana and he will be hard to please if among the multitude of designs and colors he does not find something exactly to his taste. Knitted silk scarfs are still much in evidence, both in plain colors and stripes. Woolen scarfs in khaki color appeal to civilians as well as soldiers.

In the more homely line of goods are noted many attractive articles. Light-weight flannel shirts and English taffeta in staple shades are more than popular. Warm English twill flannelette pyjamas that would rejoice the heart of any man with the prospect of chilly nights ahead. Heavy white wool, and grey silk and wool socks are having a ready sale.

In collars not much change except that the turnover collar is being shown with square points, though it is a question if these will find the soft place in the hearts of men that the familiar round corners have secured. Wash cape gloves are proving very popular, both for their appearance and utility.

The Hawley Walker Store, Yonge Street, is showing a large line of wool taffeta shirts. That these shirts, ranging from $3 to $6, should find such a ready sale is a sign that times are not as hard as we sometimes imagine.

Another attractive shirt line this store is showing is made of Viyella flannel, the same material as officers' shirts are made of, though, of course, in conventional shirt patterns.

The tie counter shows some beautiful Swiss silk designs, dark blues and green and reds with a cross pattern, as well as stripes and Oriental patterns. It is to be noted that all the stores report the selling in ties to be quite largely in the $1.50 line in place of the 50c. and 75c. line.

Soft Collars to the Fore

Mufflers of fringed silk and tubular tie silk make another attractive table.

Another unusual feature in this store is the sale of soft collars. There is still a pronounced demand for these. The style in demand is a soft silk-faced pattern with cutaway corners, 2½ inches high.

In clothing there is a good display. Loose slip on coats with a split sleeve are practically selling themselves. The good old standard Chesterfield is a steady seller, but the specialty of the store is a single-breated ulster with a convertible collar, a coat wth a dressy appearance, but a good all-weather coat. It is made mostly in brown and green shares.

Just across the road Mr. Hickey is showing a very fine assortment of English woolens and foulard scarfs in spotted and figured designs, also a beautiful line of Paisleys that seem among the best sellers of all. In the clothing department double-breasted suits are in evidence, in greys and browns and greens, there is not much change in the cut of these. Overcoats, too, tend toward the double-breasted.

Ed. Mack reports his best selling line as the tartan shades. Suits made of these patterns have a very attractive dressy appearance. These, however, are getting very scarce. Two-tone stripes, green with an underground of plum, or blue with a background of green and brown stripe, or grey with a red stripe, are crowding the tartans hard for the popular favor. Green in all tones are extremely popular and consequently scarce. The standard coat being shown this Christmas season is the 3-button soft roll, medium lapel, pinch-back models are shown in the style for younger men.

In overcoats the velvet collar has returned to favor. The old reliable Chesterfield being much to the fore. There is a big display of box-back slip-over coats too and they are moving fast.

Dunfield's King Street store is showing a very fine line of Grenadine and watered silk ties. The patterns and color combinations are bewildering, but very attractive.

Bandana scarfs in square and conventional pattern are also largely shown. The most beautiful thing of this nature, however, is a scarf made of material known as "brush silk." They have a soft fur-like finish and on first appearance seem to be of one tone, closer observation, however, shows them to be of two colors, black and red, black and blue, black and gold, black and grey and the most attractive of these combinations.

For all that this is a war year, and goods supposedly scarce, it would be hard to remember a finer display of goods than are in the Toronto stores this year.

THE DAY OF THE WORKING MAN

Remedy Found for Loss of Established Custom — Improved Market for Better Class Goods—Women Buyers in Men's Stores—Working Men's Windows on Shop Pay Days

THESE are the days when the working man is coming into his own. Economic conditions have changed, no longer has the wage earner to beg for work. He can get it where and when he wants and at a wage that would make the wage of the ante bellum worker look like poverty.

The improved financial position of the man who works with his hands, has made him perhaps the solution of serious problems that are facing many haberdashers.

It is to the young man, the man about town that the haberdasher must look for a goodly proportion of his sales. It is to him that new and novel lines make their most particular appeal. Yet these are the type of men in which Canada has suffered loss. These are the men who are overseas, in hundreds and thousands and tens of thousands. Probably the bulk of them would have been considered good customers by some haberdasher in some part of Canada.

War Time Taste Quiet

Even the young men who remain are buying more soberly than formerly. One dealer illustrated this fact. A young man entered his store to look at coats. After a good deal of searching a coat of an extreme model was produced. "That's my coat," remarked the young man, and nothing would do but he must wear it home. Coming down to the store after a days' absence the dealer discovered the coat hanging on its rack. The young man dropped in a few minutes later and in reply to a question said: "Well, Bill, it didn't seem just right to wear that sort of thing just now."

That is about the situation as it faces the haberdasher. He is bound to lose some trade. Is there any means of compensation? The old class of men who spent their money with him are largely depleted. But there is an-

(Continued on page 46)

NECKWEAR

NECKWEAR ADVANCES COMING AT NEW YEAR

This Generally Agreed, Though Owing to Possibility of Reducing Costs in Other Ways Dealers Will Be Able to Buy at Old Figures — But Not the Old Values

WHILE at the present time the great question with men's wear dealers is to get the supplies necessary to enable their taking advantage of the holiday business which is now commencing, there is also a matter of greatest moment demanding attention, namely, a possible advance in prices.

After investigating thoroughly, MEN'S WEAR REVIEW is confident that this advance will come into effect with the new year. It will be one of those peculiar advances which have grown out of the war. Ties will still be obtainable at the old prices, but the general figures for a certain recognized quality and style will be higher.

The Woman-wanted Tie

This is the season when is sold a line of neckwear, which, for the balance of the year, is pretty well relegated to the background. As has been mentioned before, it is a strange fact that women generally buy ties that would not be regarded as at all suitable by men. At this time the merchants want to stock a line which will meet the demands of the ladies, and to enable this being done the manufacturers turn out a regular range of Christmas offerings. Some of these are exceedingly pretty. Some, on the other hand, are commendable only as indicating that in spite of the war there are still bright dyes to be had.

But fortunately all the Christmas neckwear does not come under this head. One manufacturer is showing a range of Nile green, yellow and other pastel shades. There are a great number of all-over Persian patterns being shown, as is customary at this time of the year. Some of these are exceedingly handsome, and the man who gets this line, as a present, will not feel at all self-conscious when he dons the gift. Some bright ties in foulards are being shown in a natte pattern on a Regent ground. Of course, these are among the expensive ties, selling at around $13.50 to the trade.

Some Good Patterns

Oriental designs are shown as they were last year. These are made of high class Swiss novelties. For the most part the patterns are large and the ties exceedingly rich in appearance.

Still another line which is sure to meet a good share of popular favor is an all-over foulard, shown in cardinal, gold and purple.

A novelty in neckwear is now being marketed made from silk which is cut straight, and has a wide, folded apron. This apron is slit high, being gathered together by a pin half way up. The knot once tied this slit comes immediately below the knot and the apron can be spread out widely by the wearer, if the flare effect is appreciated by him. The pin, holding the apron together about half way down holds the flare in shape.

Another rather unusual tie is one with a long bias cut. This gives the strip a more up and down angle than on a regular bias tie. It is a question, however, if this will prove very popular. To get this effect it is necessary to make a narrower shape, which gives the tie a cheaper appearance than it deserves. Cheaper, at least, in the eyes of the uninitiated.

Tendency to Buy in Bulk

One cheering feature is a noted tendency on the part of dealers to buy their neckwear in bulk rather than in boxes. This time last year perhaps two-thirds of the ties and mufflers were called for in the box, that is now reduced to something below one-half. This means a money saving not only to the manufacturer and to the merchant, but it means also a saving on delay. Boxes are exceedingly difficult to secure, and often orders have been held up because the boxes have not come through on time.

An unusually large demand for mufflers has been noted this year. Perhaps this is due to the passing of the old knit mufflers, many of which were serving their second season last year. Those made of union are pretty well worn out now, and are being replaced by many men with new silk knitted mufflers, or mufflers made from flat silks.

So large has been the call for mufflers already that a number of dealers have sent forward repeat orders, that they may get their stocks in shape for the Christmas business.

As has been said silk knitted mufflers will have a considerable run—so much is already assured. The flat silks, however, will probably be stronger than for the past two or three seasons. In these flat silks some splendid effects are shown. One manufacturer is using a foulard with a satin finish. It is hand printed, with small yellow squares surrounded by blocks of green and a darker green in the background. The effect is not at all loud, and exceedingly rich.

Big fringes are, of course, catching on strongly with the consuming public, and this feature of the muffler has unquestionably done much to stimulate the business.

Demand For the High Priced

The demand for the high-class line is simply astonishing. Some jobbers, for instance, are ordering as their biggest number ranges costing from $18 to $24. The old low price goods, such as used to sell around $4.50, are practically off the market. They simply are not wanted.

Advance in Raw Silk

Now as to probable advances.

The probability of a higher price for knitted ties

A FITTING HOLIDAY TIE TRIM

As a unit trim which will bring results during the coming Christmas season, the one herewith shown will take a lot of beating.

There are not a great many lines shown, yet just enough appears with the neckwear to prevent any monotony—enough indeed to strengthen the effectiveness of the whole display.

The trim is exceedingly artistic. Not in any sense do the gloves, sticks, and collars draw attention away from the main idea of Christmas. The ties themselves have been greatly strengthened through the background use of the silk from which they are made.

This trim, while very evenly balanced, is devoid of the monotonous feature which sometimes results from such evenness of arrangement. It is a trim which will cause shoppers to pause. It is sure to attract the attention of the many women buyers who will be on the hunt for presents during December. The trim might be used as a model by designers to good effect. Each designer will have his own little change to make, but as a basis there are certainly suggestions in this display.

made from artificial silk will be readily understood when it is stated that this silk was formerly bought at five shillings per pound, whereas it now costs ten shillings per pound. It takes one pound on the average to make a dozen ties. Of course, part of this advance is offset by different processes which Canadian manufacturers have naturally resorted to. There is, however, a part of this loss which simply cannot be avoided, and it seems very likely that the cost of ties made from artificial silk will be somewhat higher after the new year. The rise will not be more than 50c. per dozen in all probability.

The advance in the raw artificial silk is, of course, largely due to the scarcity of chemical needs to reduce the spruce, and to the great difficulty, and high cost, of bringing the spruce itself from Norway to England.

Some of the New Figures

In the flat silk neckwear advances are sure, and for the lower ranges these are already pretty generally outlined.

For instance, there has been a line, unboxed, which has been selling to the trade at $4.15. This will be at least $4.25 after the New Year. The $4.25 boxed line will go at $4.35 at least in 1917.

Of course, neckwear is a product upon which the manufacturers have not generally set a definite fixed price, and retailers, as has been indicated, will unquestionably be able to secure ties at the same figures as formerly. There is not the least doubt, however, that for the same quality they will generally have to pay a higher price.

More and more it becomes evident that the customer is coming to realize the advantage of buying a more expensive tie—at least one selling for 75c. or $1. Formerly the retailer sold a huge percentage of 50c. neckwear. Now this is greatly reduced. This reduction is perhaps explained by the showings of the manufacturer. Whereas formerly one big firm showed hundreds of swatches of this 50c. line, they are now showing only forty ranges. On the other hand they have greatly increased showings of their $5.25 line.

War Office Delays Deliveries

Difficulties of manufacturing continue.

Shipments from England are greatly delayed by reason of the elaborate checking of all silks secured from Switzerland.

The cotton forwarded to the neckwear manufacturers of Switzerland has to be made up into neckwear silks, and the affidavits declaring that this has been done, and that the cotton has not been sent forward from Switzerland to Germany, are carefully scrutinized and thoroughly investigated. Some shipments which have been awaited by Canadian manufacturers since July are still not here.

This, however, is a trouble which is effecting more the varieties shown than the actual supply. Manufacturers now have good reserve stocks of silks and are not forced to tie up their plants because of these delayed deliveries.

SHIRTS SURE TO ADVANCE, PERHAPS COLLARS

For Fall 1917 Higher Prices Will be Necessary, Nor Will Colors be Guaranteed — Soft Collars Will Sell for More—Stiff Collars Likely to Retail at 3 for 50 Cents

AS TIME passes the shirt and collar department seems certain to demand more and more attention. No longer is it possible for a merchant to figure a few weeks ahead. He must, if he is to get the best profit for himself, and give the best service to his customer, look far into the future—determine what to buy ahead and what to handle on a hand to mouth basis. He must consider colors as well as prices, and always he has to remember his own credit.

It seems shirts for Fall, 1917—and more so for Spring, 1918—are going to advance sharply. Yet should the merchant take the advice of one shirt man and buy Fall, 1917, supplies from the present Spring, 1917, showing? That's a question involving a consideration of the merchant's own financial standing, and involving a study of shirt styles. Some lines, now fairly strong, may not be so strong even one season away. There is, for instance, a notable gain in the demand for high priced shirts, and a corresponding decline in the call for the cheap grades.

The color situation has not improved as it was hoped it would. In fact one manufacturer advises that no guarantee whatever will be given by the mills as regards color of goods shipped from now on.

Are Collars to Soar?

Nor are shirts alone in their upward tendency. Collars may soar again. New cotton prices make such an advance seem necessary. It will probably be avoided as long as possible, but an increase of 10c per dozen on the manufacturer's cost may be looked for in the not too distant future, and an advertising campaign establishing a three for fifty cents retail price in the minds of the consumer.

Soft collars too, seem quite likely to advance. Indeed some lines will have to be advanced by the retailer if he is to get any profit for the manufacturers' figures have already gone up.

Supplies are not coming through as well as could be wished. Of this one manufacturer says:

"Materials are coming in rather slowly, and have some indications they will be much slower in the future on account of the labor situation in the cotton mills, and also the shortage of materials.

"The color situation is a big factor, of course. After the present range is sold out for Spring, it will be impossible for the manufacturer to guarantee his colors, as contracts are being placed with that understanding.

Referring to the Price question one manufacturer states:

Will Sales Be Curtailed?

"You are quite right when you say that the price situation seems to become more vexed all the time, and undoubtedly prices for Fall will be advanced to a very considerable extent. Personally, I feel that this is almost certain to curtail sales."

Says another:

"Regarding the price situation. This governs the manufacturer that is forced to buy at to-day's prices, but we look for much higher prices for Fall, 1917, and more particularly Spring, 1918."

A simple, yet exceedingly attractive shirt trim. Note that both soft and stiff cuffs are shown, and that the shirt patterns and ties blend nicely.

This word of advice from still another manufacturer is worthy of careful attention:

"In reference to prices, will say there is no doubt but that there will be a big increase on these as all grades of materials have increased enormously during past few weeks. You can draw your own conclusions but from the writer's opinion, will say the furnishers will be a great deal better off to buy his next Fall shirts from the present Spring range, as he will not only have the advantage of prices, but also the quality."

Another prediction of advances is contained in the following opinion.

"Regarding the price situation, it is becoming more extreme from week to week, and it is impossible for us to say at this time what price it will be necessary for us to quote when our present supply of materials is sold up.

Apparently prices will be very much higher, as we cannot see anything in sight at the present time which will tend to bring prices back to anywhere near normal, especially in view of the fact, that mills take from 8 to 12 months to deliver goods after orders are placed with them, and we, therefore, anticipate that there will be considerable advances in shirts for Fall, 1917."

Higher Grades in Demand

The advance in the demand for higher grade shirts is indicated by another maker, when treating of this question of price. He says:

"To our mind there will be no easing off on converted piece goods, as the United States can take practically all of their own shirting production and there is very little to be had from Great Britain. Our Canadian mills are short of help and are paying practically 25c per pound for cotton laid down, and are booked ahead with orders for some months. Therefore, for the next six months there will be no hope of having easier prices and in all probability there will be a big advance.

"A feature that off-sets this to some extent is the fact that the consumer of men's wearing apparel is buying better goods and especially is this so in shirts. The percentage of our sales on high priced goods has jumped fully 50 per cent. during the past six months. In respect to cheaper lines of soft collars there may be a slight advance, but on the better lines we do not think there will be a necessity of advancing prices."

That there will be necessarily an advance on the retail selling price of soft collars is also pretty clearly indicated by opinions of manufacturers.

Says one:

"On soft collars, as well as on stiff collars, the continued increase in the price of cotton is making a big difference. We have, however, been able to get out a range of soft collars for Spring which we consider the strongest that we have ever put out, and the comparison of value with last year's prices is astonishingly good. We have put on some numbers at $2.75, and in some instances we have advanced last year's numbers from $2.00 to $2.10 while in other instances some numbers have been advanced from $1.50 to $2.00, depending, of course, on the character of material and the advance that has taken place."

The demand for higher values in soft collars is also expected to increase. One maker says:

"As to soft collars—it is not particularly noticeable that retailers will have to get much more for the usual range of soft collars, but there is a very marked increase in the quantity of the higher grade soft collars being sold for Spring."

A word as to the future is contained in this opinion:

"Regarding the soft collars, prices of these will unquestionably be much higher when present stocks of materials, which are being used, are sold up. Many of the qualities which are being used for soft collars cannot be procured at any price at the present time, and there does not appear to be much relief in sight, as high grade yarns are practically out of the market. It certainly appears to us that the trend is towards very much higher prices than they are to-day."

A Little Uncertainty

Regarding the future of the stiff collar a definite opinion is harder to get. Yet an advance seems not unlikely. Such a contingency may quite well come, though that it will come in the next few months is not by any means certain. Speaking on this subject one manufacturer said to MEN'S WEAR REVIEW:

"We received advice of new prices of white materials from England only last Saturday, and judging from to-day's prices of cottons the $1.20 per dozen collar should cease to exist. There is no doubt that the price should be advanced to the retailer and the price to the consumer should not be less than 3 for 50 cents."

The price advance suggested here means practically a three way split. Say 10c more per dozen to the manufacturer, to cover the extra cost of material and production; about 20c per dozen more to the retailer, to offset any decrease in volume of business which might result. and to compensate for the greater capital required to carry a good range of collars; and to the consumer there would come the benefit of a continuation of values.

The Latest in Styles

And what of new styles. Well the season is not right for a wide variety of new goods, but there are some things to announce. One firm, for instance, is preparing to show a range of silks in January, of the ultra types in patterns and weaves. Another firm has almost ready now some novelty patterns in cotton crepes. Some of the exclusive designs shown in this range are very effective. They have been brought direct from Japan.

THE DAY OF THE WORKING MAN

(Continued from page 41.)

other class which has money, and which from the haberdasher's standpoint has been too largely overlooked in the past, the well-to-do working class.

A great many haberdashers are opening new departments to look after this trade, others who have always done something in this line are making a more energetic campaign to capture the trade.

Thinks Specializing a Mistake

When approached on this subject J. D. Johnston, 1707 Dundas St., Toronto, who has had a thriving business in that locality for a number of years, said that he made no attempt to specialize in working men's lines. He carries these lines as he does all others, giving them, as far as possible, equal prominence.

The lines usually classed as working men's needs, Mr. Johnston stated, do not show a large margin of profit especially at the increased prices, but they do serve in a marked degree to draw and hold trade. He makes no particular effort to draw this trade other than making a window display of workingman's requisites on the pay days of the C. P. R. and other shops. This has proved a very satisfactory measure—one which might well be adopted by other merchants.

Buying Better Class of Goods

Immediately following the outbreak of the war. R. J. Johnston, Dundas Street West, Toronto, noticed a very appreciable falling off in his sales of working men's clothes. This was due, of course, to the closing down of shops, that followed the panicky days immediately following the outbreak of hostilities. With the starting of the munition industry there came an immediate boom in these lines. Many men who had been in occupations that were not destructive of clothes had been tempted by the high rates of pay into the munition making industry. All this led to an increase in the sale of overalls and working gloves, etc. Mr. Johnston noted a decided tendency to buy the best grades—even the foreign population were buying a much better quality of goods than he had ever known them to buy before. The working man is making good wages and is spending them royally.

This then seems to be an opening field for the haberdasher trade—a practically new class of buyers with money to spend and a desire to spend it. One merchant crystal-

ized his system of recouping the loss he had suffered through those who had gone overseas in the words: "I try to sell these men a two dollar shirt instead of a dollar one, and I can do it because they have the money to spend."

A Broadening Field

Then the working men's trade opens up new avenues of appeal. The working man is not at liberty during the day, so the purchasing often falls on the women of the family. Stores that cater more or less to the working man's trade notice a marked increase in the number of women who shop there. Some merchants do not look upon this as an unmixed blessing. They point out that a woman shops with not only what she wants fixed in her mind, but the price of what she wants decided to within a few cents, while a man usually shops with his mind as open to suggestion as a hypnotic medium. Still it is admitted by all that it gives a new opening for salesmanship. There are new avenues of trade in certain lines of women's apparel, and more especially in the line of children's goods, that will be immensely stimulated by the advent of women into the buying element of the haberdasher trade. Women are good scouts too. Even when they can't buy their visit will often be followed by that of their husband. So by influencing the thoughts of the women, a merchant may often convince their husbands of the need of a new pair of gloves or a hat. Unurged such a need might never have occurred to the man.

To catch the working man's trade, however, some appeal must be made not only to the needs of the leisure moments, but to his actual working needs. If he buys his overalls down the street it is hardly logical to suppose he will come to you for his neckwear and shirts. The man whom he must visit to provide for his actual needs has an immense advantage over the man whom he will only visit if the idea happened to suggest itself.

WHAT IS BEING SHOWN IN MONTREAL

Value of the Window Brought Out—Dealer Offers $200 for Extra Window During December—Gloves Everywhere Shown—An Instance of Huge Advance in Dies

MORE and more is the selling power of the men's wear window display appreciated in Montreal. One leading dealer on St. James St., in the downtown section, who has a small but always very attractive window recently offered $100 per month rental for adjoining window space, and $200 for the same space for the month of December. This dealer does not crowd his window greatly. He believes in giving the goods plenty of elbow room.

Some handsome lines in the shaggier Fall suitings made a splendid showing here early in November. These shaggier materials, by the way, are being sold largely, but not because the customers like them better than the finer stuffs. There is an absolutely unsatisfied demand for fine materials in suits to order and custom made, but with the difficulty of the dyeing situation, and the whole trouble range of the woolen industry, the rougher stuff has its innings, and is making the most of them.

Substantial suits in good greys (both warm toned, and colder colored) pencilled effects, faint checks, and rather bolder stripes, also what would almost answer to the description known in Scotland as 'Heather mixture' have been displayed in Montreal windows with some of the newer canes and walking sticks, ties, scarfs and mufflers enhancing their effect. Sales in these styles have been good, but there has been present in the minds of many customers, some disappointment at the difficulty in securing satisfactory fine materials for suits, and overcoats.

The Cane to the Fore

Some of the big department stores, Goodwin's, Almy's and Henry Morgan's have been featuring men's wear windows quite noticeably, though seldom for more than a day or two at a time. The displays have usually been severe in their simplicity, and have featured fine dressy suits of dark materials, with the popular one button glove in buckskin or heavy chamois tossed with studied carelessness into the effect, and the inevitable cane, usually of a decided yellow, highly polished, slanting strikingly across the field of vision. Canes it appears, are very much in vogue in Montreal this season. The tendency is towards the very visible in the cane carried, yellow from canary to orange is the color most often observed, but darker canes are being carried by dressy men also. The handles are round curved as a rule, some few have the straight cane silver top. Some used in window displays are white as ivory.

Mufflers and scarfs are exceedingly effective. Very extensively shown are the knitted neck wraps in soft angora wool with a plush finish. Silk knitted neck wraps with 2½ and 3 inch stripes in very loud colors appear to be in especial demand. Some striking window displays in these lines have been put on by J. J. Hannan's of 128 Peel street, a men's wear store which is setting the pace in service to the most exacting taste in the district served.

The Angora woolen scarfs come in greys, browns, khaki, fawn, fawn with bold brown transverse and stripes, and a very effective shade of old rose. Bandanna mufflers are also being shown and are very striking sellers also. Many stores are specializing on khaki mufflers in silk. Paisley silk squares are also exceedingly popular and effective in window displays. These are selling as well as the bandannas.

Is Hard Cuff Gaining

The shirts of the season are heavy Scotch Madras, also French pique with very bright stripes, and there is a tendency to a reversion of taste in the direction of the hard cuff this season. Taffeta shirts in very broad stripes are being asked for by the younger element in fashionable men's wear circles in Montreal. These have the French cuff of course, and are effective in window shows. Silk poplins are popular in shirtings.

A most effective evening dress display for men consists of the new Chesterfield shirt devised with front loose at the lower edge so as to prevent bulging. With this is shown a vest in white with black piping. White kid gloves form part of the display and silk scarves.

A display of men's suits in dark fine materials gained by the inclusion in the spacious window of Goodwins' Ltd., of a hunting coat in scarlet. This was a striking effect.

Very noticeable in all window displays is the attention paid to men's gloves. Hannan's had a most attractive showing of heavy chamois hand-stitched gloves displayed with mufflers, ties, etc., but the emphasis seemed to be laid upon the gloves which dominated the window effect at first glance. In the striking men's wear windows of the great

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THE CORRECT IN EVENING WEAR

WERE Beau Brummell alive at present, doubtless his frivolous heart would be torn by the careless dressing of the men of Canada. As one King Street, Toronto, haberdasher remarked: "There are no well-dressed men to-day." It's the truth! Our Beau Brummell's are in the trenches and the prevailing mode is khaki. Now and then the tired business man, in anticipation of being led to the theatre to be made still more tired, by friend wife's choice of shows, may ease himself heavily into the conventional boiled shirt. But there is an added protest in his look, an added feeling that he is making himself unduly conspicuous. Perhaps he is right. The swallow-tail is for the moment a fallen idol. After all it is the young men who set the styles, and the dinner crowd, the dancing crowd, the theatre crowd—you can fairly see them now in their heavy boots tramping the mud of Flanders.

It is a melancholy thing for a dealer to watch any line of goods suddenly become more or less wedded to the shelves. Yet all of the haberdashery trade has seen this during the past year. They have seen dress shirts growing shop-worn on the shelves, dress gloves being moved into inconspicuous corners to give place to more homely, necessary articles, and all the paraphernalia of formal dress growing style stale from disuse. And to their credit, be it said, the men's wear men have admitted the fact, accepted it as right and made no effort to bolster up this trade, but have turned their attention to more necessary things. These are the facts as they exist. Everywhere the same story, only a smattering of trade in the formal dress line that formerly showed a brisk movement. Consequently the haberdasher is devoting his attention to other lines. As he says himself he does not know what is new in formal dress, it is not a matter of great importance now.

Yet there are occasions now when a man must still dress after the mode, so it is well to know just what is offering. There is little change in the conventional swallow-tail. It is made either with straight sleeve or cuff—the former is perhaps the dressiest and is cut with an open vent on the sleeve. Like most other models, the shoulders are cut narrow.

White pique is still perhaps the favorite in waistcoats, though black silk is also worn considerably and attractive designs are shown in French grey and grey with black stripe.

Although still perfectly correct, the soft-bosomed shirt is losing its form, though frequently worn with the dinner coat. The plain-bosomed starched shirt is the most in vogue. Starched pleated bosomed shirts are still in use. The cuffs of both are starched with square corners. In collars, the poke or wing collars are correct, the first has slightly the preference for formal wear; in the wing collar the wing is small—with the dinner coat it is permissible also to wear a fold collar.

The formal cravat is a narrow, almost straight white washable tie with either pique or rounded ends. With the Tuxedo, the tie would naturally be black, made in the same style.

The most favored glove is white, with black stitching on the back.

In shoes, fashion dictates a patent leather without toe caps and buttoned kid tops, with the dinner coat, patent Oxfords or pumps.

In scarfs, some very pretty designs are offering in foulards, while another attractive line is known as brush silk; a silk scarf with a fur-like finish that is very handsome indeed. Either of these may be worn with formal or other dress. The knitted scarf is still being worn also. Other than this there is very little to note in formal wear, it is not being stocked to any extent by the Canadian trade.

Evening Wear Essentials Most Attractively Arranged

A condensed display, yet one that focuses the attention. Clever arrangement of blacks and whites serves to give special emphasis. Note the gloves with embroidered back. The narrow knotted tie, whose ends may be either square or round. The muffler is an attractive design. Foulard silks in polka dots and other designs and brush silks in various colors will be equally in demand.

MARKET REPORTS

NEW ORDERS FOR ENGLISH MILLS CURTAIL SUPPLY

Many Mills Have Advised Canadian Dealers of Cancellation of Quotations on Their Lines—One Manufacturer Offered to Buy Back Goods of His Own Manufacture.

CLOTHING.—There is small prospect of relief in sight for lower priced clothing in the near future. Judging from recent experiences of Canadian importers of English goods there will for some time to come be a still greater scarcity. The recent large order for $15,000,000 worth of cloth placed in Great Britain by the Russian and French Governments has still further limited the availabie supply for the Canadian trade. Manufacturers in the old land in many instances would be glad to keep up their Canadian connection but when the Government demands that their mills supply a certain percentage of their output for the Government's needs they simply must acquiesce. This has resulted in many instances recently of mills having to cancel orders placed with them by Canadian importers. Many cancellations of this nature have actually taken place during the past month. And it is not alone in cancellations that the new condition is reflected but manufacturers in the Old Land have even been known to want to buy back their own goods. In one instance in point the manufacture offered by cable to repurchase at an advance of 35 per cent. over the price he had been paid for a consignment of cloth worth in the neighborhood of $5,000. The dealer in this country, however, did not care to accept the offer. It seemed to him the better business policy to hold the goods.

The demand for all cloths in Canada is particularly good. Some dealers have fairly good stocks on hand but the range of samples and designs is very limited in scope to what they were formerly. Makers of clothing, however, are not asking for a range. They are content to get good serviceable cloths of any kind. Fancy designs and weaves are greatly at a premium. The demand for overcoatings has been exceptionally good.

Dealers look for steadily higher prices until after the war. Some even see long-continued high prices for a considerable period after the war. It is pointed out that all the men in uniform will have to be reclothed again in civilian attire. There has been a depletion of woolen stocks and stocks of cloth through the wastage of war. This is already shown in the scarcity of shoddy goods. Germany was formerly a big manufacturer of woolens and it is pointed out that the supplies of wool in that country must be depleted. France also has been deprived of her producing mills in the northeastern section through the ruthlessness of the invader. Canadian mills are running to capacity on orders for clothing, both in khaki and cloth for use for home consumption.

"Clothing has not advanced commensurate with the advance in the price of cloth," said one importer. "Cloth has advanced fully 100 per cent. in price. Clothing on the other hand has advanced probably not more than 25 per cent. A suit that formerly sold for $20 will now sell for $25. This has been accounted for by the fact that most of the clothing manufacturers have had heavy stocks. Competition has been keen among them and this has helped to retard advances. With next Spring's and Summer's lines there will undoubtedly be higher prices. Clothing should certainly be higher by 25 per cent. on next Spring's goods. We are now making sales for delivery next Spring and Summer. Our lines have advanced fully 40 per cent. over the sales we are able to make last year for delivery this past Spring," asserted the importer in question.

Linings are also very high in price. For instance one dealer stated that he was selling selicias at 26c per yard at the present time that he could not buy for less than 24c. Some dealers have already advanced this particular grade of lining to 30c per yard. Two years ago this same lining was selling at 19c. Cotton trimming goods that were selling for 11c per yard in October are now quoted at 13c per yard. And so the range of prices mounts upward.

In the Eastern United States the condition in the woolen mills is very similar to that in England. Spinners of yarn in that section recently declared that the figures at which some mills were booking business were not commensurate with producing costs and that until the price situation is improved they did not care to look very keenly for new contracts. While worsted yarn prices are high compared with the values that prevailed early in the year, wool has gone up, so that yarns must go higher still if spinners are to obtain a fair measure of profit.

SHIRT MAKERS HAVE HAD BEST SEASON ON RECORD

Difficulty Now to Get Materials—Product of American Mills All Booked Within Forty-eight Hours After Prices Announced.

SHIRTS.—Shirt dealers report the trade the best for next Spring and Fall that they have ever had. Their lines for next Spring delivery are now pretty well sold up. Some lines during the past month have been withdrawn from the market pending advice as to whether or not the shirting can be secured to manufacture future orders. One line in particular, that of the English zephyrs, have advanced 10 per cent. over recent quotations. This line for stocks on hand now runs from $16.50 to $24 per dozen and at that price are $3 per dozen higher than they were a year ago. Some of the manufacturers have fairly heavy stocks of shirtings on hand and until they are forced to go into the market for new goods their prices will in all probability hold fairly steady on these particular lines. With the advancing price of raw cotton both for spot and future delivery and at present high levels there is no cheap shirting available. American mills recently on the announcement of their Fall prices had their entire output booked

within forty-eight hours after the price lists were issued. Since that time they have been taking no further orders. Manufacturers of shirts therefore, cannot depend on getting additional materials no matter how urgent their orders of demand may be. They would have to spread present stocks out or turn down the additional business. "Business is very good. The market for shirts is firm. Further advances in shirts are within a reasonable possibility. Merchants who are now sorting up their stocks find a very incomplete range from which to select. We have had call after call that we could not fill. We have even offered to take goods off certain dealers' hands if they did not care to keep them. We can find a ready market for all these sorting up lines that we are able to get," said the local manager of one of the large shirt companies.

UNDERWEAR RECORDS BIG ADVANCES DURING MONTH

Raw Cotton Advanced 2c Per Pound During Month and Cotton Yarns Went Up 2½ Per Pound—Manufacturers Will Not Quote For Any Distance in the Future.

UNDERWEAR.—Conditions in the underwear market are in a very unsettled and feverish state. With raw cotton selling well over 20c per pound, an advance of approximately 2c per pound over the same period last month, there is good reason for the manufacturers to be careful in their quotations. All lists are still withdrawn. Quotations will only be made on application. One line of underwear that last month sold for $2.25 per dozen is at the time of writing quoted at $3 per dozen. And this quotation only holds good at the moment the manufacturer gave it to the intending purchaser. Some of the mills have light stocks of cotton on hand and are compelled to go into the market for orders that have to be filled. In the United States the situation is very similar to that prevailing in this country. Cotton ribbed goods generally are up about 50 per cent. over the prices named last year. Here and there are some lines that have advanced even more, ranging in some instances as high as 60 per cent. One prominent mill in the Eastern United States recently opened their prices at $5.25 for 11-pound shirts and drawers. Last year these goods opened at $3.50. The 16-pound suits made by the mill in question were quoted this year at $9.75. In certain instances in the Eastern United States the mills are only looking after their old customers. They will not take on any new business whatever. Even with these orders they are being curtailed to about 75 per cent. of last year's business. A further advance of 25c. was expected to be put into effect by Eastern United States mills in the third week in November.

Cotton Prices Going Up.

On November 16 cotton reached the high point of 20.20c for spot middling uplands. All future quotations for December, January, March and May were well above the 20-cent level also. On November 17 cotton for May delivery was quoted as high as 21c per pound. Some of the leading authorities on the cotton situation in the United States disagree as to the probabilities of the future. The bull side of the market is reflected in the opinion of Bond, McEnany & Co.: "Although the market is at its highest, cotton trade advices are if anything the most bullish of the season. Mills are engaged well ahead and therefore cotton is certain to continue to demand high prices." Theodore H. Price, representing the bearish element said "Looking ahead we are still unable to see any good reason for a further advance in prices. On the contrary are more confident than ever that the level to which values have been raised will ultimately be regretted even by those who have temporarily profited by the establishment of the present basis. Even if the present crop does not exceed the Government estimate of October 1, which pointed to a yield of 12,700,000 bales, including linters, the amount of available cotton from now until the end of the season will only be 190,000 bales less than the total visible and unmarketed supply at the same time last year. Even if the advance has no effect upon the consumption, and takings hereafter are as large as they were last year, there is no probability of a deficiency that will justify the famine prices now ruling."

Wool Underwear Also High

There has been a firmness in the market for wool underwear during the month. The wool market is a good indication of the condition existing in the underwear market. At the wool auction in London that closed on November 10 the market closed strong, averaging ten per cent. advance over the previous sales. A report was current in London that the New Zealand Government had stopped the auction sales in that country. The demand for underwear is good and dealers are experiencing difficulty in getting the goods.

HOSIERY YARNS ALL UP FROM 3 TO 10c PER POUND

British Government Stopped Sales of Wools From Which Yarns Are Made—Manufacturers of Hosiery Will Not Quote Prices Until Present Situation is Cleared Up.

HOSIERY.—The situation in hosiery is one of the most perplexing that has confronted dealers for years. The British Government has stopped the auction sales of all wools from which the hosiery yarns and other woolen yarns are made. In consequence yarn prices have advanced from 3c to 10c per pound on the receipt of the news. Dealers will not quote any prices pending the clearing up of the present situation. Until the needs of the British Government are met it will mean that wool for domestic consumption will not be forthcoming. Woolen hosiery in consequence can be expected to show a corresponding perplexing situation with higher prices prevailing. Deliveries of goods from the English mills already on order are coming forward very slowly. The situation taken altogether is very acute.

In cotton hosiery the condition is almost identical. The British Government has lifted temporarily the embargo on cotton hosiery for a period up to and including December 31. It is understood the embargo will be reimposed on January 1. The embargo was imposed on October 3 and caused a great deal of dissatisfaction among the hosiery trade both in England and the United States. In the United States the stand was taken that at least thirty or sixty days' notice should have been given as there were orders from British importers on hand practically everywhere in the United States market. Many buyers in the market have been holding off thinking that possibly they would be able to pick up hosiery that had been contracted for by English importers and would be left in the United States market through inability to deliver abroad. Now that deliveries will be made up to the first of the year it will forestall any possibility of getting lower-priced cotton hosiery in the American market.

NECKWEAR SILK ADVANCED 10 to 20 PER CENT. ON SWISS

Big Demand Thrown on Manufacturers of Switzerland to Supply Canadian Trade—Further Advances Are Anticipated—Trade Good.

NECKWEAR.—The advance anticipated in MEN'S WEAR REVIEW last month to take place the first part of November has become a reality. Local dealers have been compelled to advance their lines from 10 to 20 per cent. on advice from the manufacturers. Further advances are expected in these goods, ranging as high as 25 per cent. by Spring time. There has been a big demand for Swiss silk in this country for use in neckwear. Formerly the French and German lines entered this market but the latter are now entirely out and the quantities coming from France are negligible. France is not shipping silk goods in as great extent as she was before the war. But even in the face of an invaded territory she has been able to send out fairly good supplies of silk to the United States. During the past year France shipped to the United States silk goods to the value of $5,715,000. During the previous year the mills of Lyons and others in that district were able to supply goods to the value of $3,332,000 to the United States market. Much of this silk goes into neckwear in the United States. Before the war began the imports of silk into the United States from France amounted to $6,375,000 a year. While some silk from the United States comes to Canada to be made into neckwear the largest proportion of the neckwear manufactured in Canada is from Swiss silk. The market has developed greatly in Canada since war has been on and the Swiss manufacturers hope to retain the market at the close of hostilities.

MANUFACTURER CANCELS TAN CAPE GLOVE LINES

Inability to Get Leather Makes it Impossible to Quote on These Goods—Split Working Gloves and Buckskins Advance During Month.

GLOVES.—The problem of supplying gloves to the trade is becoming an ever perplexing one to the manufacturers. The scarcity of leather is becoming more acute. The leather buyer for one large Toronto manufacturing concern went into the United States recently with the idea of placing orders for $70,000 worth of leather. He had to be satisfied with purchases for this particular kind of leather to the extent of $900. It was impossible to get the leather at any price. "With 25,000,000 million men under arms who are using at the rate of twelve pairs of shoes per year as compared with two pairs in peace times it can easily be seen why the consumption of leather has been so great as almost to cause a famine. Sheepskin has been drawn upon as a substitute for certain kinds of shoe leather. This has caused a shortage in the sheepskin. This leather has advanced 200 per cent. over two years ago and is not even procurable at those figures. We have practically withdrawn our line of tan capes owing to our inability to get the leather. The prospects for the future are poor," said the buyer for one manufacturing concern.

Grey suede gloves are also becoming very scarce. Prices are so high and materials so hard to get that the tendency is toward withdrawal in this line also. This line is still quoted at $19.50, the price of a month ago. Tan capes that still remain are quoted at $19.50 per dozen. Ivory capes are holding fairly steady at $18, the quotation of last month. There has been an increase in the price of split working gloves of $1.50 during the month. Gloves that formerly were quoted at $9 are now being sold at $10.50. There is a scarcity in all split leathers. Buckskin gloves have also registered an increase of $2 per dozen. The grade that was quoted at $22 last month is now selling at $24, with prospects of still higher prices. All horsehide gloves are very firm in price, with prospects of still higher prices. Horsehide teamster's mits held steady at $21 per dozen during the month. "The roof is off: the sky's the limit in prices if we are not able to get leather in any better supply than we have recently," stated a member of one of the manufacturing concerns.

OVERALLS CLIMB TO STILL HIGHER PRICE QUOTATIONS

Only Blue-Striped and Greys Are Now Being Turned Out—Business Reported Exceptionally Good by Manufacturers—Cloth Goes Up 3c Yard.

OVERALLS.—An advance from 3c to 6c per yard has registered in certain grades of grey overall material during the past month. One particular grade largely used that formerly could be purchased for 17c per yard is now quoted at 20c. Another grade that sold for 18c previously is now quoted at 24c. This has caused an advance of $1 per dozen in the grey overalls that formerly sold for $15.50 per dozen, the price now being quoted is $16.50. Blue-striped full engineer are quoted at $18 per dozen.

There is an exceptionally heavy trade reported in overalls. In fact the business this year has been greater than ever before. Good industrial conditions throughout Canada have caused the increased consumption of these goods. One of the new features of the trade is the manufacture of women's overalls, for the use of munition workers. These overalls are made in the shape of a large apron. "Business has never been better in our overall department than at the present time," said the representative of one manufacturing concern. "If business keeps up the way it has been coming recently we will have to enlarge our plant."

STIFF HATS, CANTON STRAWS AND CHILDREN'S STRAWS UP

Hat Trade Reported Larger Than Last Year—Two Canadian Manufacturers Not Taking Any Further Orders—Imitation Leather for Sweatbands.

HATS AND CAPS.—Advances during the past month have been recorded in one prominent English make of stiff hats of 5 per cent. The cheap straw hats usually worn by farmers and commonly known among the trade as Canton braid straws have advanced 15 per cent. during the month. The cheaper grades of these hats that formerly sold for 95c per dozen are now quoted at $1.10. These hats range in price as high as $3 per dozen but the quotations on the better grades have not been changed although the tendency is toward higher prices through the firmness in the market. There has been an advance of 10 per cent. also on all English children's straw hats. This additional expense is necessitated through the increased cost of bleaching. One of the prominent manufacturers of straw hats has withdrawn quotations on their lines altogether. They will give prices only on application and will not guarantee them for any time. For future delivery they will not sell at present prices at all. In one of the cheaper lines of split straw hats they have withdrawn the line from the market altogether. The difficulty arises through their

inability to get the braid from China and Japan. Straw hats that during the past season sold for $2 will in all probability be quoted at $2.50.

In the felt hats and caps dealers and manufacturers report trade exceptionally good this year. Travelers are sending in big orders. Business is much ahead of last year for the coming Spring delivery. There is a big demand for the wide brimmed hats in fawns and greys and other light colors. The same difficulty is being experienced in some quarters to get felt. The supply of rabbit skins reaching the London market from Australia is still very limited. This factor has an important bearing on the felt market. Two of the Canadian manufacturers at least are sold ahead until May 1 and are taking no further orders. Business has been good this year, hat men assert, because stocks were low in retailers' hands and they are replenishing to a certain extent.

Caps are holding very firm in price. Makers are still having difficulty to get cloths in sufficient variety. All materials that enter into the making of caps are advancing rapidly. Pulpboard used in the packing and carrying of the hats has advanced from $38 per ton to $80 per ton. This makes an increase in the price of the boxes of 100 per cent. Needles which a year ago were selling for $10 per thousand are now quoted at $16.50. Wadding that cost $4.25 per bale of 60 pounds one year ago is now selling at $9.60. This makes the increase here over 100 per cent. Buckram, used in the bands, a year ago cost the manufacturer 28c per gross of 144 bands and the price now is 65c. The buckram used in the peak a year ago cost 60c per gross and the price is now $1.25. Sewing cotton a year ago cost 65c per tube of 14,000 yards. To-day the manufacturers are asking $1.35 for 10,000 yards. Cotton linings which 4 or 5 months ago cost 18c per yard are now quoted at 32½c. But even in the face of high prices the demand for caps has been greater than ever. Some manufacturers give it as their opinion that more caps are being worn because felts have become higher in price.

ALL LEATHERS HAVE GONE UP 10 PER CENT. IN MONTH

Big Demands of British and Russian Governments Have Caused Upward Flight—All Shoes Fully 25 per Cent. Higher Than a Year Ago.

SHOES.—All leathers, both sole and upper, have advanced 10 per cent. and more during the past month. Leather used in uppers that a month ago sold for 32c per foot is now quoted at 40c. Tap soles which up to November 8 sold for 65c per pair are at the time of writing selling at 80c per pair. In the best top lifts that up to November 8 sold for 23c per pair the price is now 28c. In these latter two instances the increase has amounted to almost 25 per cent. The advances in the price of leather should represent an increased price per pair of shoes of from 25c to 30c., putting it conservatively. For the best sole leather the price in Boston at the time of writing is 58c per pound. Canadian prices have advanced to 55c per pound in conformity with the American market and at that price is very firm, with other advances in the near future not improbable. There is practically no market in sole leather at the present time as there is no leather to be offered. The British and Russian Governments have been taking large quantities and the export demand has been very heavy. Trade in Canada and the United States on the other hand has been very good and this has added further toward sending prices upward. Argentine hides have been taken in large quantities by the British Government.

As the result of present conditions in the leather market shoes have advanced in price from 25 to 40 per cent. during the past year. Some manufacturers have advanced the price of their shoes during the past month as a result of the increased cost of leather. Others again state they have been fairly well covered for leather and for that reason are able to stave off advancing their prices until they are forced to go into the market again for leather. One large shoe manufacturing concern, with headquarters in the United States and branch factories in Canada, recently received word that the price of all shoes had been advanced 25c per pair. The manager of the Toronto factory stated they did not contemplate raising the price of their shoes immediately but that prices for next year would undoubtedly have to be put up.

Leather Goods Due to Advance

LEATHER GOODS.—While leather goods such as collar boxes and money belts have not advanced during the past month the market is nevertheless very firm. Leather for collar bags that formerly cost 9½c per foot is now quoted at 17c per foot. Sheepskin has advanced 20 per cent. during the past month and is headed to still higher levels. Manufacturers' prices are all subject to change without notice. Manufacturers anticipate that further advances will necessarily have to be made by January 1. On some lines of toilet rolls there has been an advance of 10 per cent. recorded during the month. Manufacturers, however, continue to make goods at the same prices as formerly. Naturally the quality of the goods where the price is the same is below that formerly used. Notwithstanding the higher priced goods, leather goods concerns report that business was never better. One large concern stated that they are now oversold and that they have had their travelers off the road for the past three weeks. They have double the staff they had at this time last year and still they are unable to get the goods out fast enough.

PAPER BOXES HAVE ADVANCED 50 to 100 PER CENT.

Strawboard Increased by Mills From $33 to $70 Per Ton—Pulpboard Has Gone from $40 to $90 Per Ton—Paper Box Contracts Are Now Being Renewed for Next Year.

PAPER BOXES.—While the actual increase in the cost of a suit will not be great owing to the box that it is carried home in having risen in price, still the increased cost to the clothing dealer will be in the neighborhood of 100 per cent. For instance a suit box in dimensions approximately 22 by 12 by 4 inches is now quoted at $100 per thousand, whereas the price for goods delivered during the past year has been $60 per thousand. In other words a box that cost 6c this year will cost 10c next year. On all sizes of clothing and millinery boxes there has been an increase of from 50 per cent. to 70 per cent.. On the smaller sizes the increase has been 50 and on the larger sizes 70 per cent.

These increases in prices have been due to the higher prices that manufacturers must pay for their strawboard and pulpboard. Strawboard which at this time last year was selling at $33 per ton is now quoted at $70 per ton, an advance of over 100 per cent. in cost. Pulp board on the other hand that sold for $40 at this time last year is now quoted by the paper manufacturers at $90 per ton, an increase of 125 per cent. Users of boxes have for the most

part been getting their supply of boxes on contracts entered into with the manufacturers about this time last year. There has been a gradual increase throughout the year in the price of strawboard and pulpboard at the mills, but this has only affected the dealer who has not been covered by a contract during the year. Now, however, when the contracts for next year's delivery of boxes are being signed up the increase all along the line will be put into effect. Boxes for this year's Christmas presents will not for the most part carry the increased cost for they will be delivered on the present year's contract. The strawboard is used in envelope, corset, hat and shoe boxes and others of a similar nature. The pulpboard is used in millinery and suit boxes and all other folding boxes. The reason given for the increased cost of the pulpboard is the enormous demand for pulp in the United States.

GOSSIP OF THE TRADE

O. D. Cochrane, Coronation, Alta., has started in the clothing and men's furnishing business.

McNally & Porter, Medicine Hat, Alta., have started in the men's furnishing business.

ENLARGING SHIRT FACTORY

THE Kitchen Shirt and Overall Company of Brantford, are now making an extension to their shirt factory on Queen Street, which will, it is hoped, make possible a doubling of the present output. The new machinery to be installed is on the way, and will, it is expected, be set up and running early in December.

DEATH OF LIEUT.-COL. ALLAN

Lieut.-Col. W. D. Allan, D.S.O., who died in England from wounds received in action, was buried with military honors on Sunday, November 12. The service took place in Old St. Andrew's church, Jarvis street, Toronto. Lieut.-Col. Allan was of the Allan Hat and Cap firm, Toronto.

NEW FIXTURES FOR TOOKE BROS.

Tooke Bros., Ltd., have recently installed new fixtures in their sample room at 235 Notre Dame Street, West, Montreal. The whole of the interior walls have been lined with handsome quartered oak show-cases, following the idea of the individual trim and in each case there is naturally a very attractive display of the firm's goods. Underneath the showcases are drawers for the carrying of extra stock and a neat little office for customers' use in writing letters, telephone booth, etc., complete a very attractive arrangement.

From the exterior Tooke Bros'. sample room on Notre Dame Street is apparently as uninteresting as blank dark green painted windows can make it. But inside it is a regular surprise, a blaze of attractive displays of men's wear, an up-to-date high class men's wear store turned outside in. The fixtures are of fumed oak beautifully finished. The show-cases which occupy almost all four sides of the premises at comfortable height for easy vision of the contents, embody the very latest ideas and improvements. The sample room is handsomely decorated, and perfectly furnished. The lighting system is particularly good using the white indirect effect so excellent in revealing color values. In each show case is displayed a special line or set of lines in Tooke Bros'. famous goods. Shirts and ties, and mufflers are especially well displayed. Khaki goods for the military, and evening dress styles for men are shown to advantage, the arrangement of the show cases being quite suggestive to men's wear window dressers. Each show case is a silent salesman, and a most effective indicator of the excellences it contains.

PANAMA HAT PLANT OPENS

THE Panama Hat Company of Canada has commenced the manufacture of Panama hats in Toronto. This firm, which is under the management of L. L. Kahn, is closely connected with Lustig Bros. of New York, the large United States Panama hat house, and the models will be after Lustig Bros. styles. It is expected the opening of this plant will cause a reduction in the neighborhood of 25 per cent. in the price of these Summer hats.

WHAT DOES THIS BADGE MEAN

A SUBSCRIBER asks the use of the badges showing a capital C. with some numerals, such as 13, under the letter.

This indicates the battalion to which the soldier belonged in Canada. When the private goes overseas he may be drafted into some other battalion. The badge, however, shows what he was with before going to England.

As seen in Canada, then, this badge is an indication that the wearer is an overseas man, though it is rumored a few others use this badge to bask in fictitious glory.

A WORD OF TRADE PAPERS

MATTHEW DYKES of Elbow, Sask., has some pleasant things to say of Men's Wear Review, and then adds this:

"If more of the merchants would persuade their clerks to subscribe—in fact the merchants themselves should supply each clerk in every department the paper suitable for them—the work of the store would become more systematic. The clerks, moreover, would get an insight into the buying end through seeing what is advertised to be the leading styles, color or shape to be worn some months hence.

"I know there are still some merchants who have a trade paper coming and who, after reading it often toss it to one side and nobody else even reads it. Surely anything worth reading is worth passing on to the clerks."

Surely it is, but also it's worth the clerk's while to make sure he does see his trade paper. It's only that way—by making sure of getting possible assistance—that a clerk grows to the size of a merchant.

CONDENSED ADVERTISEMENTS

PARTNER WANTED TO HELP START TO MANUFACTURE A new patented four-way reversible necktie. Will sign half patent rights. E. Knotts, 163 Mutual St., Toronto.

AN ADDITIONAL LINE FOR EASTERN ONTARIO — PERmanent representative and show rooms in Ottawa. Agents for exclusive men's wear lines. Soules Bros., 197 Sparks Street, Ottawa.

FOR SALE—A SOLID QUARTER-CUT OAK, DUSTPROOF, clothing wardrobe at a bargain. Glass doors which slide up. Holds 50 suits. Other stock can be kept under suits. Splendid arrangement for blues and blacks. Priced at $35 for quick cash sale. Worth $65. Apply to Box 130, Men's Wear.

The Men's Wear Review Chart of Correct Dress for all Occasions

DAY WEAR

1916

OCCASION.	COAT	WAISTCOAT	TROUSERS	HAT	SHIRT AND CUFFS	COLLAR	TIE	GLOVES	HOSE	BOOTS AND SHOES	OVER-COAT	ET CETERAS
BUSINESS, LOUNGE AND MORNING WEAR	Single or double-breasted jacket or cut-away plain or braided	To match coat	Like jacket or in case of cut-away coat, striped grey	Black derby or green or grey soft	Wbite or colored negligee; plain stiff or soft cuffs	White wing or double fold; square or rouud cut	Four-in-hand or bat-wing	Yellow chamois or tan cape	Cotton, lisle or silk, black or subdued colors	Black or tan	Chesterfield loose or form-fitting; grey or black or craveuette	Single pearl, gold or jeweled links, gold cbain, light weight cane.
MOTORING, GOLF, GENERAL SPORTING, COUNTRY	Norfolk or jacket in grey, green or brown tweed sport overcoat.	To match coat or fancy fabric.	Same as suit or flannel; knicker-bockers with strap or buckle, knicker-bocker breecbes	Tweed hat or cap.	Negligee: soft cuffs. Cambric or fine flannel	Soft, cutaway, or fastened or kerchief	Four-in-hand, or sailors knot or stock	Yellow cbamois or special sporting cape	Wool stockings plain or fancy tops or puttees	Brown low brogues or russet higb	Raglan loose-fitting or cape or Burberry	Plain gold bar pin gold links.
WEDDING, MATINEE, CALLS, RECEPTIONS AND GENERAL AFTERNOON WEAR	Cut-away black or grey, braided or plain.	To match coat or wbite	To match coat or grey striped worsted	Higb silk witb broad felt band	Stiff or pleated wbite.	Wing or poke	Ascot or four-in-hand to matcb gloves	Pearl grey suede	Black or dark colored silk, plain	Patent leather buttoned kid tops	Black Cbesterfield	Pearl or opal or diamond pin; gold chain; plain gold links

EVENING WEAR

EVENING, WEDDING, BALL, THEATRE, FORMAL OCCASIONS.	Swallow tail coat.	Wbite pique or linen or black or grey fancy silk	Same material as coat. with or without braid	High silk, witb broad felt or corded silk band	Stiff. with single cuffs. white, plain or smaii pique, one stud sbowing	Poke or wing	With straight ends, plain white or small pique pattern	Plain white glace kid or cape	Black. grey or deep blue silk or otber subdued color	Patent leather ties, or buttons, patent leatber pumps	Frock, Chesterfield or Inverness in black	Pearl or moonstone links and studs platinum bar chain
INFORMAL DINNER OR DANCE. STAG DINNER AT HOME, ETC.	Evening jacket, black.	Black silk or linen. single breasted.	Same as above	Soft or derby	As above or soft pleated bosom	Wing or fold	Same as above in black	Chamois or tan cape	Same as above or gun metal pumps	Same as above or dull calf	Same as above	Same as above

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THROUGH OTHER SPECTACLES

AN ANALYSIS OF THE WOOL SITUATION

From the Times, London.

WITHOUT doubt the most remarkable feature in the history of the wool trade of this country for some generations has been the commandeering this year of the domestic wool clip, coupled with the scheme, now in process of development, for controlling the bulk of this raw material through all its stages of manufacture into cloth or other materials required for military purposes for either ourselves or our Allies.

In the preliminary stages of this important experiment farmers were loud in their protestations that they were being exploited for the benefit of staplers, topmakers, spinners, and manufacturers at the worsted and woolen industrial centres in this kingdom. As the scheme approaches maturity they see that those engaged in the various processes of manufacture are themselves also suffering not a little by the operation of the Army Council plan, for it includes not only taking wool at a fixed price (which, by the by, is a good one, taking the average number of years), but also the control of machinery at the industrial centres necessary for turning the commandeered raw material into such manufactures as the authorities require, and fixing the rate of remuneration to be paid to the owners thereof.

Any Profits to Government

Further, and this is a serious matter for industrial centres, very little of the wool commandeered which is suitable for military purposes, is likely to find its way into the hands of private traders, and for such as they do eventually get they will have to pay full market price in relation to competing descriptions of Colonial wools, so that any profit as between the price paid to farmers and the price of sale will go into the National Exchequer and not into the pockets of either staplers, topmakers, spinners, or manufacturers. As a matter of fact, present prospects are that those engaged in the worsted industry will suffer more severely than have farmers by the operation of the scheme which in the national interest the Army Council have thought it necessary to call into being, and it remains to be seen whether the same rod is not in pickle for the woolen section of the textile trade, as a result of other ideas which are supposed to be exercising the minds of officials at the War Office.

Suppressing Individual Enterprise

It is on the worsted trade mainly that the experiment of suppressing individual enterprise has thus far been made, consequently it is to that district one must turn with a view to diagnosing its effects. Its most marked influence, so far as it has gone, has been to create a feeling of uncertainty and insecurity of so acute a character as to hamper seriously the course of business in other departments than those associated with the execution of contracts for the Government, aggravated, it is contended, by unnecessary secrecy on the part of the permanent officials in control of the scheme. The determination to commandeer the new domestic wool clip was made definitely known soon after the stoppage of the Kettering sale in early June, but it was not until quite recently that any official declaration of policy was publicly made for the benefit of the trade as a whole. The result of this secrecy was an adverse influence on stocks of competing Colonial wools and also on old stocks of domestic wool, which has been somewhat dissipated since the officials took traders more into their confidence.

Considerable Uncertainty

The principal cause of unrest now arises from uncertainty as to what exactly the Army Council officials propose to do in relation to machinery—combing, spinning, and manufacturing—and here again it is difficult to understand in what way the interests of the nation would suffer by those engaged in these branches of the wool textile industry being given some idea of the probable extent to which they may expect to be able to devote their energies to private trade either on home or export account. Quite recently an arrangement has been made with combers of domestic wools to deal with the wool which has been commandeered, and female labor is being introduced on night turns to increase the output. It is expected that in due course arrangements will be made with spinners (indeed, in some few instances arrangements have already been completed), and that in their turn manufacturers with suitable machinery will be required to weave into piece goods the yarns, made from the tops, produced from the wool which has been commandeered on what for the sake of convenient expression may be termed a commission basis.

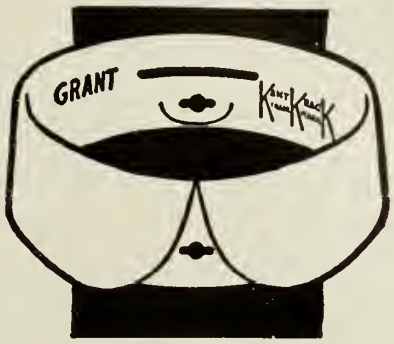
In The Dark

It should be clearly understood that there is no inclination on the part of the great bulk of employers in the various branches of the worsted industry to shirk their fair share of any work the Army Council may require to be done for the purpose of supplying clothing or anything else for our fighting forces or those of our Allies. They do, however, protest against the unreasonableness of being kept in the dark with regard to the quantity of machinery they are likely to have available for dealing with business of a private character, a proceeding which is bound to result in loss to individual firms, with no compensating gain to the nation as a whole. Naturally, even so far as it has gone, the process of substituting, in connection with Army Council contracts, a system of payment on a commission basis and distribution of wool, tops, and yarns by Government officials for the ordinary system of trading is causing dislocation and disturbance, which is a very serious matter in a trade where provision for possible requirements has to be made many months in advance.

The new wool selling season in Australia is just about to open, and soon the new season's in South America and New Zealand will be upon us, and in the ordinary course of events wool is purchased at these centres to cover contracts which will not be completed until well into next

KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK KANTKRACK TRADE MARK

FORREST
Front 2 in., sizes 13 to 17



GRANT
Front 1¾ in., sizes 12 to 18½

LAMON
Front 1¾ in., sizes 14 to 19

Rough Weather Cannot Hurt These Collars

Dealers will find that the Winter months are ripe for a persistent display of KANTKRACK Collars — The collars that rough weather cannot harm.

KANTKRACK come through rain, sleet or snow unsoiled and unspotted—truly the collar for Winter wear.

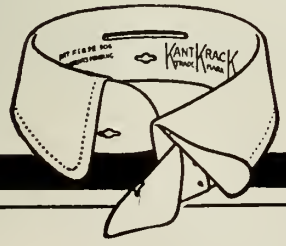
In appearance there is little to distinguish KANTKRACK Coated Collars from the regular linen collar, but **there is a difference.** When expense and wear are compared, KANTKRACK collars are outstanding for their economy and serviceableness. In value they cannot be compared. Exclusive features fully protected by patents make KANTKRACK the superior composition collar.

Made in "One Grade Only and that the Best"

Put in a prominent display and get the trade of men who are looking for a collar that is smart in appearance and proof against rough weather and guaranteed to give satisfaction.

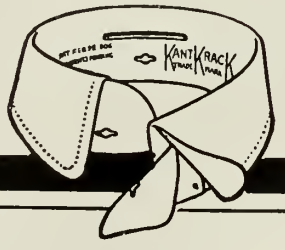
Remember the three K K K when ordering.

The Parsons *and* Parsons Canadian Co.



Makers of the famous KANTKRACK *Waterproof Collar*

HAMILTON, CAN.



If any advertisement interests you, tear it out now and place with letters to be answered.

year. It will readily be understood, therefore, in face of the great uncertainty regarding the proportion of machinery the Army Council will practically commandeer, and no intimation having been given of what is likely to be the official attitude in relation to the new Australasian wools, about which there are what appeared to be well-founded rumors, that the position of those whose business it is to import wool from the Colonies for consumption in the woolen and worsted industries of this country is anything but an enviable one.

An Objection

It is acknowledged that there are still large orders to place for military requirements, and it is asserted that eventually it will be made abundantly clear that the Army Council acted wisely in commandeering this season's domestic wool clip and in any measures they may adopt for taking control of Colonial wool. That may well be true. But something akin to hostility has been aroused against the officials in charge of the scheme (not the practical men who have more recently been given some measure of power in carrying out the ideas of permanent officials) because traders feel that a sufficiently sympathetic attitude has not been displayed towards those with whose businesses they have found it necessary to interfere. A frank and full declaration of policy would produce a more healthy atmosphere in the woolen and worsted trades generally, and do much to remove the suspicion that the many are at a great disadvantage in comparison with a few. And what sound reason is there for withholding it?

An effectively arranged interior unit. Perhaps a card or two would make this still more effective.

WHAT IS BEING SHOWN IN MONTREAL

(Continued from page 47)

department stores, attention is always most compellingly directed towards perhaps a single pair of gloves, one glove carelessly crumpled about the arm of a chair, and the other tossed where the eye is bound to search for it, on the floor. The slant of a cane used in the display inclines towards the place where the glove lies, and the crumpled glove shows a temptingly comfortable lining while the glove on the floor reveals the general perfections of the design.

Buckskin, chamois, and suede gloves for men are all the fashion and being widely shown in Montreal. Suedes are in ox-blood and maize shades most frequently. Some very good pearl greys are shown.

From 40c to $20.00

In regard to grey colored gloves a story is told in the trade concerning the cost of dyes at present. A glover of repute in Canada sought for a supply of a certain grey dye—a delicate pearl shade—which previous to 1914 had cost 40 cents a pound. Not only did he have to pay $20 a pound for the dye when he did succeed in finding some of it in the States, but he had to stand the expense of sending an expert chemist to get the stuff, the risk of being supplied with an unsatisfactory quality being so great.

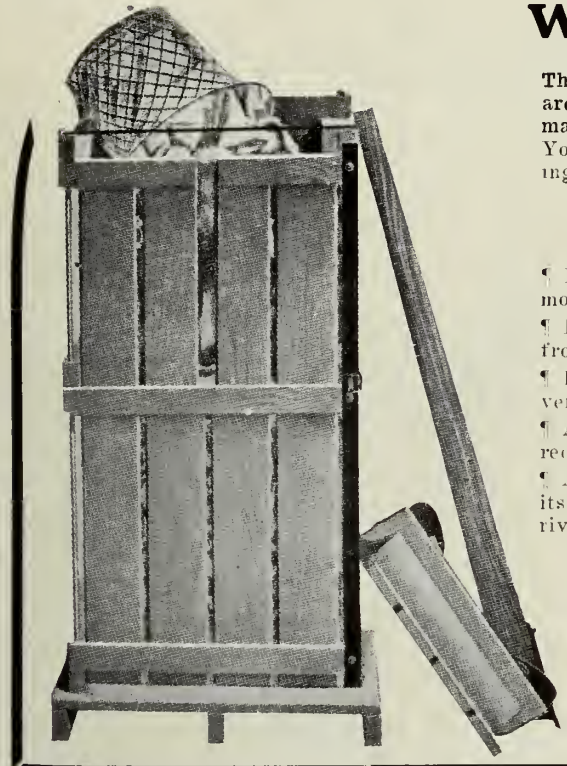
Such factors account for the rising tendency in glove prices, the cost of leather being another factor, and the shortage of labor a third.

Ties as shown this season in Montreal are emphasizing color, but not violent color. Reds rendered rather more sombre by the close covering of the pattern in Persian and Paisley styles, greens and browns, purples, and rich yellows are apparent, but there is always much pattern and little color in evidence, though that little in color is exceedingly good. Swiss silks in large flowered designs with very large open ends effects are being chosen by the exclusive dressers of Montreal in the neckwear field of purchase. Knitted ties seem also to be working their way into popularity again for Winter wear. There was a whisper early in the season from the manufacturers that ties might be showing in much smaller apron owing to cost of silks, but as Rod Sangster, jr., of St. James St., Montreal, observes, the ties now showing are very little restricted in size of apron after all.

Military men's wear is being shown in 'all khaki' displays, especially for the soldiers, and it is noted that the military influence in men's wear which has been known to affect the apparel of the mere civilian, is not being felt as much now in civilian men's wear. For instance, the Military Regulations provide for the two-button glove. Civilians are buying more of the one-button glove which is in style for men and being shown at present. Khaki socks, ties and mufflers are purchased more or less exclusively by the military now in Montreal.

EVENING dress doesn't figure very large in the dealer's plans for business this Winter. The Beau Brummels are Somewhere in France.

That paper is worth dollars.



There is money in your waste paper basket!

There is an increasing demand for baled waste paper. Paper Mills are offering high prices and many dealers and manufacturers are making dollars out of waste paper that many consider as rubbish. You, too, could make a revenue out of your waste paper by installing.

The "Jewel" Baler

¶ Retailers or manufacturers will find the "Jewel" Baler a real money making investment.

¶ Its first cost is the last cost and it will make money for you right from the beginning.

¶ Its capacity and easy operating features make it a positive convenience to any place of business.

¶ And besides, it will keep the premises in a tidy condition, and reduce fire risk to a minimum.

¶ Already over 2,000 satisfied users throughout Canada testify to its value both from a standpoint of convenience and revenue derived.

Get a "Jewel" now, while we are able to supply them complete, with wire for $17.50 f.o.b. Hamilton, by ten-day draft.
Other Balers at different prices.

Drop us a card and get full particulars of Balers and waste paper value.

General Sales Company

Distributors

203 Stair Building - Toronto

Naval Equipment

CAPS, BUTTONS, GOLD BRAID

Gold { EMBROIDERED BADGES } Worsted

ALL RANKS

SAM BROWN BELTS
SOLID ENGLISH LEATHER
Hand Made

PRIVATES' MONEY BELTS

KIT BAG HANDLES AND LOCKS

WILLIAM SCULLY MONTREAL TRADE MARK REGISTERED

FOX PUTTEES
FINE AND REGULATION
Large Stock on Hand

BADGES, BUTTONS, REGIMENTAL
Made up to Sketch.
Quotations Furnished

CHAUFFEUR'S CAPS
LATEST STYLES
Civilian and Uniform

Made up to Match Livery
INDIVIDUALITY

SPURS
Swan and Straight Neck-Chains and St aps

TRENCH CROPS
OFFICERS, ENGLISH MANF.
Loaded

LATEST

WILLIAM SCULLY

Office **320 UNIVERSITY STREET, MONTREAL, QUEBEC** **Factory**

If any advertisement interests you, tear it out now and place with letters to be answered.

Select your Christmas requirements from our complete stock

WE HAVE a splendid selection and can meet your wants satisfactorily. Here are some

SCARCE GOODS

Khaki Wool Half Hose, plain and ribbed, at $4.25 and $4.50.
English Khaki Ribbed, at $6.50, in stock.
English Heather mixtures and Grey, at $6.50, about Dec. 15th.
Dark and Mid-Grey Ribbed, at $3.50, in stock.
Khaki Mufflers, $7.50, $9.00, $13.50.
Camelhair Mufflers, $12.50, $14.00, $17.50.
Khaki Knit Ties, $2.00, $4.25, $5.00, $8.00.
Khaki Silk Handkerchiefs, $2.75, $4.00, $4.50, $6.50.

Sole Agents for Young and Rochester Shirts, Dressing Gowns and House Coats.
Christmas Neckwear in stock.
Tress' Hats, Caps and Straws. Official Service and Trench Caps.
Aquatite Trench Coats, interlined oilsilk, detachable fleece lining.

COMPLETE STOCK OF MILITARY EQUIPMENT

Leggings, Puttees and Spurs, Crops and Whips, Kit Bag Handles and Locks, Military Books, "Redio" Cloths and Soldier's Friend, Belts, Signal Poles and Flags, Slickers and Caps.

Wreyford & Company

85 King Street West Toronto

The Lace Goods Co., Ltd.

Importers and Manufacturers' Agents

Handkerchiefs

We have a splendid line of men's Handkerchiefs in stock at the right prices.

KHAKI HANDKERCHIEFS

All Qualities in Stock. Send for Samples. Get your order in early.

Mail Orders Receive Prompt Attention

The Lace Goods Co., Ltd.

Empire Building ∴ Toronto, Canada

FOR THE MILLIONAIRE

Made in Canada — "Everyman's" TRADE MFD BY DAVIS BROS MARK — *For Canadians*

FOR THE MILLION

Boys' Bloomers

for Christmas Trade

Here is a fine line of Boys' Bloomers made at values that will stimulate buying. These prices range from 90 cents up. We are making bloomers in Tweeds, Worsteds, Serges, in browns, fancy greys and blues. Sizes from 22 to 36. Made with or without Governor Fasteners.

Let us send you a few sample pairs of these Bloomers to show you their possibilities.

We specialize in Trousers and have a fine line of Men's Pants and Riding Breeches.

DAVIS BROS.

MANUFACTURERS

HAMILTON - - ONTARIO

"Craftana"

Registered No. 262,0

THE HALL MARK OF

Maximum Comfort and Durability at Minimum Cost.

First in the Field and Still Leading.

Made on the *GRADUATED PRINCIPLE*, and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR.

Absolutely Seamless
Perfect in Fit
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

"Say, Jim!

this new One-Piece Work Suit of Haugh's is the best thing ever happened."

Patented button-down skirt showing neat jacket effect.

Skirt upshowing suspenders which are attached to back of jacket.

Showing the convenient drop seat arrangement.

"Just look it over. Note the concealed elastic patented suspender, patent drop seat, the absence of the old tiring shoulder-strap, as well as the body binding belt. And see—there are no cumbersome coat-tails. Take it from me, Jim, it's the most ideal snug-fitting work suit obtainable anywhere.

"Mr. Brown, the dealer, says this new Haugh line is going strong, which is no wonder when you consider the splendid, all-round value it gives a fellow."

Are you handling the biggest idea in the overall line? If not, order a trial supply and watch how they sell. Begin to-day.

The J. A. Haugh Mfg. Co.

Limited

TORONTO, CANADA

SANTA CLAUS

is carrying in his sack this year,

A Still Greater Number of

"HERO" SHIRTS

He says that the *recipients* are the *happiest of all*, and that there is scarcely any section of the country where "HERO" fine shirts for men and boys do not go.

He recommends them to every merchant in Canada, and *he knows, because Santa Claus wears* "HERO SHIRTS" *himself.*

HERO SHIRTS

EASILY RETAILED OUT

HELP INCREASE RECEIPTS THROUGHOUT STORE

Are you writing to-day for a sample assortment or to replenish your present supply?

ALPHONSE RACINE

LIMITED

Dry Goods Jobbers and Manufacturers

60-82 St. Paul Street West

MONTREAL - CANADA

Sample Rooms at Ottawa, Quebec, Sherbrooke, Three Rivers and Sydney, N.S.

MACLEAN'S MAGAZINE for DECEMBER

ON all sides you hear this—"MACLEAN'S MAGAZINE grows better all the time." There is a reason: it is that MACLEAN'S publishers are getting more and more of the best work of the best Canadian writers and artists. The cost is heavy, but it is the price of betterment. Also, MACLEAN'S policy of making a magazine of definite Canadian character is being greatly appreciated by the best class of the Canadian people. In the following condensed summary of Contents you have evidence of the character and appeal of MACLEAN'S:

Contents:

From Stephen Leacock is "Abdul Aziz Has His"—a follow-up to his "Germany From Within," one of the best things Leacock ever wrote. It tells the story of Leacock's visit, disguised as an English Governess, to the Yildiz Kiosk.

A story, "The Pride of Pauline," by Sir Gilbert Parker. A story of the Canadian North-west—a typical Parker story.

Robert W. Service's contribution is 'The Ballad of Jean Desprez" —a very stirring story of the war, with a mighty swing to it.

Two exceptionally good Christmas stories—much above the average. One is "The Blue Water Prodigal," by A. C. Allenson, a story that combines humor and sentiment with a patriotic setting. The second story is by Alan Sullivan, a story of missionary life—"The Soul of Nanook"—an admirably written thing.

H. F. Gadsby has an article dealing with the problems facing Canadian statesmen, under the heading: "Peaches and Lemons." Gadsby gives some straight-from-the-shoulder talk from a purely non-partisan standpoint.

A sketch of the Hon. W. M. Martin, the new Premier of Saskatchewan, by Norman Lambert, under the heading: "The Man Who Brings Back the Ball."

Add to the foregoing the fine Review of Reviews Department: the regular Business Outlook Article, and the Department—"Information for Investors," and you have a magazine worth fifteen cents of any Canadian's money—a magazine for a true Canadian. **Better** for a Canadian than any other magazine, no matter how or where produced.

At all News-Agents— Fifteen Cents

Your stock of Boys' Suits will sell better if they are furnished with the "Governor" Fastener.

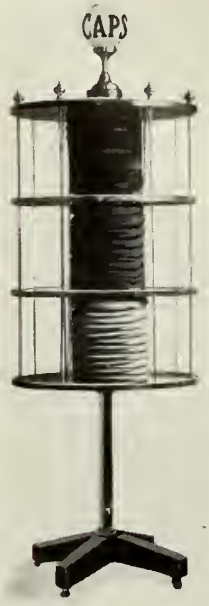
It helps provide a common-sense way of building business on the sure foundation of customers' satisfaction.

Get them on your next order of Boys' Suits.

"I always want Governor Fasteners on my knickers."

The Governor Fastener Co.
of Canada, Limited
46 St. Alexander Street ∴ MONTREAL

Just what you need to sell more caps



The handsome cap stand here shown is an ideal device for effectively displaying a stock of caps. It displays them in a way that facilitates inspection on the part of the customer, enabling him to see at a glance all the patterns carried.

It saves space, too, and will prove quite a handsome addition to your present store equipment. It is 5′ 8″ high, 27″ wide, and contains 18 spaces to display 15 to 18 dozen caps. Sells at $25.00.

The cost of installing will be more than covered in a short time by increased cap sales, and more satisfied customers.

Send a card to-day for full particulars.

Patent Applied For.

Miller and Company
Sault Ste. Marie, Ont.

The most attractive values in

NEGLIGEE and WORK SHIRTS

ever offered and *we can deliver the goods.*

INVESTIGATE OUR VALUES.
SEND AN OPEN ORDER TO-DAY.

The Hercules Garment Company

59 ST. PETER STREET : : : MONTREAL

FACTORIES: MONTREAL AND LOUISEVILLE, QUE.

THIS Pinch Back young men's overcoat has taken the market by storm and everybody has bought it for the Spring.

If you are not supplied yet, drop us a card and we will send you cuttings of latest designs.

Helleur, Gariepy & Broderick
Limited

Wholesale Manufacturers of Men's, Young Men's, Boys' and Juvenile Clothes

16 CRAIG STREET WEST : MONTREAL, QUE.

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1916 - 1917

Standing on the threshold of a new year, we pause to look back over the passing year. 1916 has far exceeded our expectations for volume of trade in Dominion Raincoats. We fully realize that your co-operation and your patronage have done much to make this success possible. We are grateful that our efforts to please and serve the trade have been so generously appreciated throughout Canada.

Past successes are but stepping stones to future achievements. With the New Year, our efforts shall be increased to make the *Dominion Rubber System* of still greater service and benefit to Canadians and to the retail trade of Canada. Our purpose at all times shall be to make this the one safe and satisfactory place to supply every need in Waterproof Clothing for men, women and children.

To one and all, we extend the Season's Greetings and our best wishes for a Happy and Prosperous New Year, with a hope that during the New Year, Peace may again prevail among the nations of the world.

Canadian Consolidated Rubber Co.

LIMITED

HEAD OFFICE: MONTREAL

Service Branches at Halifax, St. John, Quebec, Ottawa, Toronto, Hamilton, London, Brantford, Kitchener, North Bay, Winnipeg, Regina, Saskatoon, Edmonton, Calgary, Vancouver and Victoria.

CHESTERFIELD

a shirt for gentlemen's evening wear Featuring the self-conforming bosom

TOOKE BROS *limited* **MONTREAL**

THE distinctive feature of our Chesterfield dress shirt is illustrated here. It is snug fitting and conforms with every movement of the body—as pleasing to wear, as a soft front shirt.

Your Customers will be delighted with this original TOOKE idea.

With plain bosom and cuffs, ***$13.50*** *doz.*

Finest quality French pique bosom and cuffs, ***$16.50*** *doz.*

TOOKE BROS., Limited

Montreal Toronto Winnipeg Vancouver

N BROS. LTD.
OKEINDÉAS.